

The National Life Insurance Writer

LIFE INSURANCE CONDITION

FRIDAY, JUNE 17, 1932

INS. LAB.

B18



Equipped to Serve and to Profit

Nowadays intelligent life insurance men understand that it is not enough just to prescribe a "policy"—that every situation calls for careful diagnosis and special treatment. They realize furthermore that their earning power is seriously restricted unless they are equipped to capitalize every sales opportunity, to interest every prospect whom life insurance can serve.

Peoria Life agents are fortunate in having an extensive assortment of plans and features that enables them to fit ac-

curately the benefits of life insurance to the needs and circumstances of every type of prospect. It is no small advantage—in any times or under any conditions—to be able to offer par—and non-par plans; double indemnity and income disability features, policies for applicants to age 75, for women on equal terms with men, and children of any age from birth; annuities, family income, and return premium benefits; favorable consideration to special occupational and physical risks.

With such a wide variety of service, Peoria Life agents are prepared to satisfy every taste and appeal to every condition—just one of the reasons for their outstanding success.

Peoria Life Insurance Company
PEORIA, ILLINOIS

Dad pays for the Life Insurance: He belongs in the picture



IT'S time that Dad got a break for himself out of his Life insurance. The straight protection program which he unselfishly bought in the past, took care of his wife and children in case of his death, but left him out of the picture if he lived to a ripe old age.



THE new Travelers Retirement Income with Family Income Trust Agreement, which costs him about the same per unit of income for his family, assures \$100, \$200 or more a month until his children are grown up and provides the same life income for him starting at 60 or 65.

Ask more Dads — They know

THE TRAVELERS

THE TRAVELERS INSURANCE COMPANY

THE TRAVELERS INDEMNITY COMPANY

THE TRAVELERS FIRE INSURANCE COMPANY

HARTFORD

CONNECTICUT

THIS IS THE NEW PLAN FOR *Retirement*



THE new RETIREMENT ENDOWMENT POLICY combines attractive features of an endowment and an instalment refund annuity. At age sixty-five it provides, for each \$1,000 of face amount, a Cash Option of \$1,490 or a Monthly Life Income of ten dollars, with 149 instalments certainly payable. In event of death prior to maturity the entire face of the contract or the cash value, whichever is greater, will be paid. The Mutual Benefit's unique disability coverage is available in a supplementary contract. The policy is issued on male lives between the ages of ten and fifty-five.



The **MUTUAL BENEFIT**
LIFE INSURANCE COMPANY
Newark, New Jersey

Net Results in 1931—

*An Increase in Insurance in
Force equivalent to 20% of
1931's paid production—*

*An Increase in Assets of
8%—*

*An Increase in Surplus of
11%—*

*Interest earnings on invested
assets—5.71%.*

THE GUARDIAN LIFE
ESTABLISHED 1860
INSURANCE COMPANY of AMERICA
50 UNION SQUARE • NEW YORK CITY

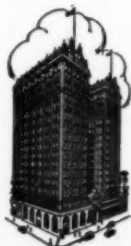
The Road Ahead

The success ahead of a life insurance salesman depends upon five definite things—

1. Himself
2. His field
3. His policy contracts
4. His contract
5. His company

All of these are equally important. If all are good, success can be predetermined.

To the man who possesses the right qualifications, we will supply the other requisites of the right field, the right policies, the right contract, with the right Company.



Home Office

●For information address:
A. R. Perkins, Agency Manager

JEFFERSON STANDARD
LIFE INSURANCE COMPANY

JULIAN PRICE, President

Greensboro, North Carolina

The Examinations

Who completes its course and receives the C.I.U. degree from the American College of Life Underwriters, has a resource of knowledge that enables the giving of expert professional skill to all kinds of underwriting problems. The highly successful salesman will push his volume record still higher, and will be a still better designer of coverage plans. The mediocre will have new channels of service, because of broadened knowledge and a developed imagination. Even he who because of natural limitations can never be a constant bulletineer will nevertheless be able to draw on this, that and the other bit of information to increase the number, size, and quality of his sales.

Gratifying it therefore is that the present examinations are being taken by a far larger number of students than ever before, indicating that the mission of the College—to create genuine professionals—is growing widely and steadily in respect and in active favor.

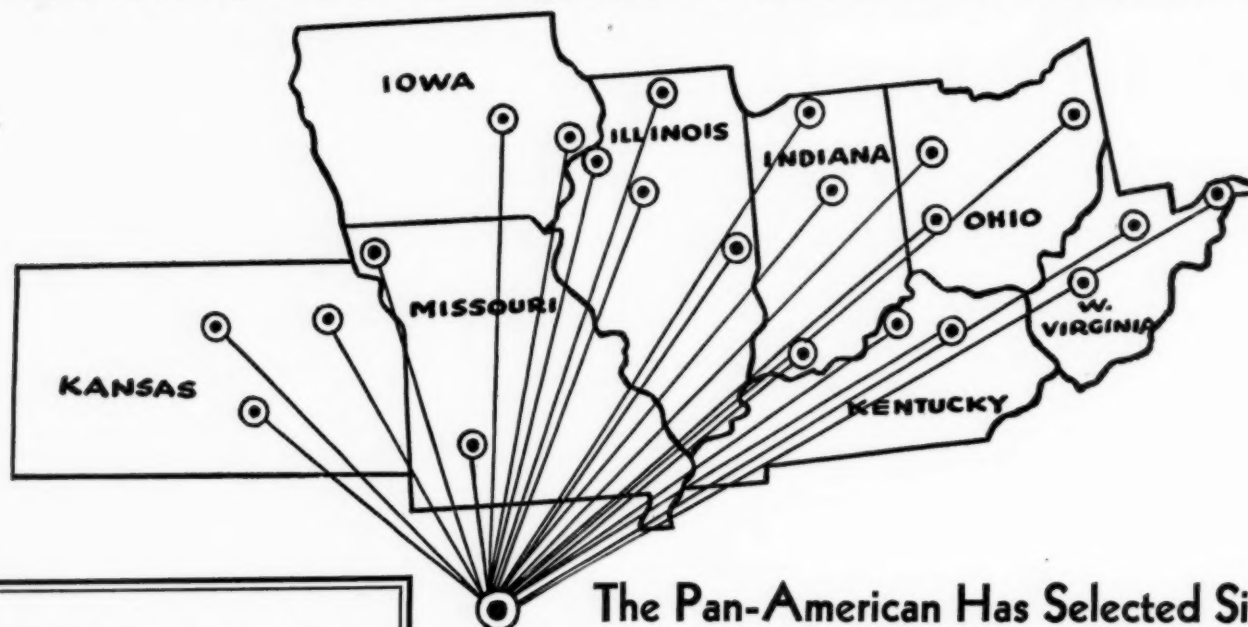
THE PENN MUTUAL LIFE INSURANCE CO.

WM. A. LAW, President

Independence Square

Philadelphia

CONTINUING ITS 1932 AGENCY PROGRAM



The Pan-American Has Selected Sites for Twenty-two Additional Branch Offices in These States.

THESE CITIES HAVE BEEN
SELECTED AS LOCATIONS
FOR NEW PAN-AMERICAN
BRANCH OFFICES

KANSAS	INDIANA
Topeka	South Bend
Salina	Kokomo
Wichita	Evansville
IOWA	OHIO
Davenport	Youngstown
Cedar Rapids	Lima
	Dayton
MISSOURI	W. VIRGINIA
Springfield	Charleston
St. Joseph	Clarksburg
ILLINOIS	Martinsburg
Peoria	
Rock Island	KENTUCKY
Rockford	Lexington
Danville	Louisville

Believing that a new era of development in the Life Insurance business is presaged by present economic conditions and that new opportunity is offered the company and its Fieldmen in more intensive development of territory, the Pan-American has begun an organized program of agency expansion. During the summer months of 1932 new branch offices will be opened in each of the twenty-two cities indicated in this advertisement.

Applications for the position of Manager in each of these cities will be received from trained men between the ages of twenty-five and forty years, preferably married, who have records of performance and can produce acceptable references and comply otherwise with the requirements made of Branch Managers of the Pan-American.

These new branch offices will be established unhurriedly and extreme care taken to choose the most capable men for each position. Time will be saved, however, if first communications addressed to the Pan-American contain complete information as to the applicant's past record. A recent photograph is also requested. When appointments are completed, a course of instruction in Pan-American policies and underwriting practices will be given appointees, either in the Home Office of company or by visiting agency officials. For complete information concerning these openings write:

TED M. SIMMONS
Manager United States Agencies

PAN-AMERICAN LIFE INSURANCE CO.

CRAWFORD H. ELLIS
President

NEW ORLEANS, U.S.A.

E. G. SIMMONS
Vice-Pres. and General Manager

The men selected to manage these new offices will have the benefit of the new Pan-American manager's contract, designed especially for the creation of these new branch offices. Unusually generous allowances under this contract, during the first three years of the new offices, will more than offset the usual agency organization expense. The contract is featured by liberal general provisions and provides for non-forfeitable renewal commissions.



The National Underwriter

LIFE INSURANCE EDITION

Thirty-Sixth Year No. 25

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, JUNE 17, 1932

\$3.00 Per Year, 15 Cents a Copy

Permanent Suicide Clause Advocated

Committee of Life Presidents Association Recommends Drastic Action

NEED SOME LEGISLATION

Return of Premiums Paid at Five Percent Compound Interest Is Suggested

NEW YORK, June 16.—A committee of the Life Presidents Association appointed to ponder the suicide question has brought in the recommendation that a permanent suicide clause be used. In the event of suicide, the committee recommends return of premium with 5 percent compound interest.

In order to promulgate such a clause, the committee points out, the laws of a number of states must be changed and the committee advocates getting busy immediately in behalf of those changes where necessary.

Of course, the committee's recommendation does not mean that the Life Presidents Association will take action without much debate. Just as it was with the disability question, there are a multiplicity of views on the suicide question.

Objections Are Cited

Objections to a permanent suicide clause, both in itself and as to its practicability, will be brought out. For instance, would not such a clause induce those of suicidal intention to disguise the deed as an accident, and thus defeat the restriction? That is being done in order to make accident companies liable; to create liability under double indemnity policies under policies within the period of the present suicide clause. Many of those who commit suicide so that the beneficiaries may collect under straight life insurance policies, do so frankly, leaving notes and make no attempt to disguise the fact of the suicide. If a permanent suicide clause obtained, would not persons, instead of leaving notes and ending their life with a gun or by jumping out of a window, step in front of an automobile, take the carbon monoxide route, which so many are doing today, or follow some other method, so that a compromise settlement would be about the best that an insurance company could hope for?

Of course, a permanent clause would give the life companies an opportunity always to open a contest and even if a compromise could be reached, they would come out better than under the present clause. There is a growing sentiment to make an analogy between suicide and arson. Fire insurance companies are forced to pay many claims that they know to be incendiary. Probably, under a permanent suicide clause, life companies would have to pay for

(CONTINUED ON PAGE 13)

Over 114 Billions in Life Insurance Now in Force

PREMIUMS TOTAL \$3,902,386,618

Americans Invest in \$19,817,000,000 New Life Insurance in 1931—Companies Have 21 Billions in Assets

Life insurance companies had \$114,596,729,723 life insurance in force at the end of 1931, according to the 1932 edition of the Unique Manual-Digest, published by THE NATIONAL UNDERWRITER. This is the first official adding machine total of life insurance company statements available this year, previous figures being estimates.

Life insurance premiums totaled \$3,902,386,618 in 1931. Of this \$2,530,281,029 were renewal premiums.

Americans invested in \$19,817,494,437 in new life insurance last year, making new premium deposits of \$568,430,970.

Over 21 Billion in Assets

That the legal reserve life insurance companies have a strong financial background is shown by their \$21,370,800,087 in admitted assets at the end of 1931, a gain of \$1,354,263,760 over 1930. Unassigned funds totaled \$718,183,377 at the end of 1931 and the contingency surplus fund was \$473,116,350.

Of the total insurance in force, \$85,866,786,804 is ordinary life insurance, \$10,567,761,340 group insurance and \$18,162,181,579 industrial.

These figures are evidence that life insurance is one industry that has withstood the inroads of the depression and has been able to maintain its reserves through the wisdom of its expert investment counsel. The fact that nearly \$20,000,000,000 of new life insurance was written last year indicates that the public is recognizing the security in this type of investment.

Inter-Southern Receivers Defer Levying Assessment

FRANKFORT, KY., June 16.—Immediate steps will not be taken to make an assessment against the stockholders of the Inter-Southern Life under the double liability act, according to Lee P. Miller, vice-president Fidelity & Columbia Trust Company. The trust company and Lieut. Gov. A. B. Chandler are co-receivers for the Inter-Southern.

"Although such an assessment is quite likely to be made," Miller said, "the receivers will have to wait for instructions from Judge H. Church Ford. Judge Ford discussed the possibility of such an assessment when the bids recently were let for the sale of the Inter-Southern. At the present time, it is not certain the assessment will be made immediately."

Articles of incorporation for the \$1,000,000 Kentucky Home Life, which will take over the Inter-Southern's business, are expected to be filed here this week. Mayor William B. Harrison will relinquish his duties as mayor of Louisville to head the new company, effective Aug. 31. Federal Judge Charles I.

(CONTINUED ON PAGE 13)

Medical Directors Put in Dingman as New Chairman

NEAL NAMED VICE-CHAIRMAN

Executive Committee of A. L. C. Considers Fiscal Matters, Health Contest at West Baden Springs

Dr. H. W. Dingman, vice-president and medical director Continental Assurance of Chicago, Ill., was elected chairman of the Medical Section of the American Life Convention at the annual meeting of the section in West Baden Springs, Ind. He succeeds Dr. L. G. Sykes, Connecticut General.

Other officers named are: Vice-chairman, Dr. J. R. Neal, medical director Abraham Lincoln Life, Springfield, Ill.; secretary, Dr. M. I. Olsen, vice-president and medical director Central Life of Des Moines.

Elected on Managers' Board

Members of the board of managers are: Dr. J. E. Daniel, medical director Great Southern Life, Houston, Tex.; Dr. S. J. Streight, assistant medical director Canada Life, Toronto, who also is chairman of the section's program committee, and the three officers. Dr. Daniel was elected to fill the vacancy caused by Dr. Neal's advancement and Dr. Streight to succeed Dr. Frank Harnden, formerly medical director Midland Mutual, now medical director Berkshire Life, not a member of the section.

Delegates to the Association of Life Insurance Medical Directors are: Dr. F. N. Cochems, American Life of Denver; Dr. H. K. Wallace, American Union Life, St. Joseph, Mo.; Dr. F. D. Jennings, Brooklyn National; Dr. J. L. Brooks, Equitable of Washington, D. C.; Dr. H. M. Brandel, Great Republic Life of Los Angeles. Dr. A. C. Stokes, Guarantee Mutual of Omaha; Dr. E. L. Mathias, Provident Life of Bismarck, N. D., and Dr. D. W. Carter, Jr., Texas Security of Dallas.

The A. L. C. executive committee met and took up fiscal matters. A letter from the U. S. Chamber of Commerce relative to the inter-chamber health contest was read and a resolution adopted commending the movement.

Has 572 Weeks of Getting an Application

When Otto W. Veth of the White & Odell agency, Minnesota state manager for the Northwestern National Life, turned in an application the other day it marked the 572nd consecutive week in which he has not failed to secure at least one application. This brings Mr. Veth's record of consistent weekly production to 11 years, a record unique in Northwestern National history. For his achievement Mr. Veth will be awarded the regular App-a-Week Club prize of \$110, \$10 for each year of membership.

Conservatism Is Medicos' Attitude

Careful Selection, Refusal to Be Rushed by Impetuous Agents Noted

THEME AT WEST BADEN

Reduction of Retention and Issue Limits, Suicide Action, Special Tests Among Discussions

Conservatism was manifested at the West Baden, Ind., meeting of the medical section, American Life Convention, in the attitude toward all problems. One primary fact was evident at the session: Medical directors this year and perhaps for many years to come will not be rushed in making their decisions on risks. The word "hurry" is obsolete in present day medical departments; it is not any longer in the dictionary.

Agents who want special treatment of big cases are butting their heads against a stone wall. Companies have suffered so heavily on many of these big cases in the last two or three years that the pendulum has swung the other way and they are even over-cautious in their acceptances now.

Retention Cut Urged

A representative of a giant company said he would like to see his company's retention and issue limits cut in half, and this hope was seconded by many others there. It was the general feeling that companies should be commended rather than censured for going slow on underwriting large risks these days, as this conservative policy makes for safety.

Everybody was sober-minded at the meeting and paid close attention to all addresses, evidently determined to get every ounce of value out of the session. Yet the air was not gloomy.

There was also noticed an absence of criticism of other companies. All company men now have sufficient problems in their own organizations to require all their attention and are not disposed to comment on others.

Mortality Is Discussed

There were some interesting side-lights on mortality. The major conclusion was that insured mortality is higher this year, although general figures are lacking to prove the point. People are going to greater lengths to get on companies' books, especially if they are borderline cases.

Suicides also are a prime factor. Some of the medical directors felt that an attempt should be started to obtain state laws making permissible a five-year contestable clause, as it is argued it is against public policy that a man by his own act should be able to make his policy payable. There was a suggestion

(CONTINUED ON PAGE 13)

Absolute Writ Granted in Missouri State Life Case

COMPANY IS HELD SOLVENT

State Supreme Court Upholds Insurance Superintendent's Jurisdiction Over the Institution

ST. LOUIS, June 16.—The exclusive jurisdiction of the Missouri superintendent of insurance over insurance companies organized under the Missouri insurance laws is clearly and definitely established by the Missouri supreme court in its written opinion in connection with the granting of an absolute writ of prohibition against Circuit Judge Robert W. Hall of St. Louis, who had attempted to appoint temporary receivers for the Missouri State Life March 29 at the request of Jerome Duggan, a minority stockholder.

While the high court's opinion swings on the exclusive jurisdiction of the state superintendent of insurance over the financial affairs of a domestic insurance company it states emphatically that there was absolutely no real cause to throw the company into receivership and expressed the belief that the only purpose of the Duggan action was to force the dissolution of the company.

Would Destroy Confidence

"Respondent judge contends the insurance code is not exclusive for the reason that no provision is made for an operating receiver," the opinion reads. "Insurance companies thrive and exist on public confidence. An operating receiver in charge would destroy that confidence, interfere with the administration of the code, wreck the company and defeat the purpose of the legislation."

"Respondent judge next contends that if the code is exclusive it denies to Duggan his day in court. As against the state in the exercise of its police power, Duggan has no day in court. He was able to purchase the stock because the code authorized the formation of the company. He owns the stock subject to the provision of the code and is in no position to contend that he is denied his day in court, because under the code the court is without authority to appoint operating receivers and thereby wreck the company."

Company Is Solvent

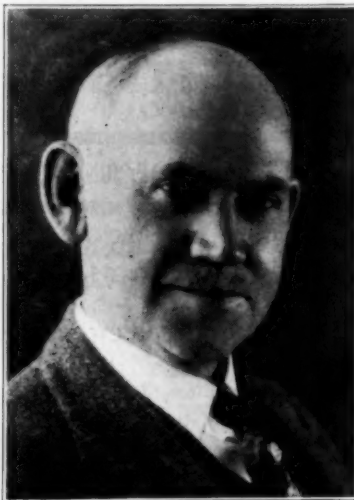
"Furthermore, plaintiff Duggan, respondent judge and the superintendent of insurance state the Missouri State Life is solvent. It is clear from the record that the sole purpose of those interested in the Duggan suit was to force said company into receivership."

"The appointment of the superintendent of insurance as receiver shows that those interested knew the proceedings would force dissolution of the company. After the dissipation of large sums of money for expenses, etc., the superintendent as statutory undertaker, would be at hand to distribute the remains."

Tax Ruling by Claims Court

A mutual legal reserve life company is not entitled to deduct from its gross income for 1926 as interest paid the amount of interest credited to dividends to policyholders left with the company. This is the decision of United States court of claims in the case of Massachusetts Mutual vs. United States. The company held that since policyholders have been given the privilege of withdrawing their dividends and interest, the amount of interest credited was constructively paid by it and was a proper and legal deduction from the gross. The government contended that the interest was an accrued item which was not an allowable deduction because the company was required under the law and regulations to apply the cash receipts and disbursement basis of accounting.

Leroy Adams Dies



LEROY L. ADAMS

Funeral services were held in Kansas City, Mo., last week for Leroy L. Adams, former president of the Sentinel Life and prior to that St. Louis manager for the Metropolitan Life.

Mr. Adams died from a heart attack at his home in Blue Springs, a suburb of Kansas City. He was 57 years old and had been ill for several months. He was a native of Missouri and for 17 years served in various capacities in the Metropolitan's branch office in that city. In 1926 he was made a branch manager in St. Louis and in 1929 he returned to Kansas City to become president of the Sentinel Life. He retired from that position six months ago. Since November he had been with the Ohio National Life.

New Orleans Agency Winner of Pan-American Life Cup

The New Orleans agency of the Pan-American Life, under the management of Miss B. B. Macfarlane, Louisiana supervisor, has been judged winner of the 1932 annual president's month contest of the company. The agency won out after a hard fought battle with the Pennsylvania Underwriters Agency of Pittsburgh, and was awarded the sterling silver president's cup.

Individual winners in the contest were, in paid volume, John T. Leonhard of the New Orleans agency, General Agent L. S. Brown of the Pennsylvania Underwriters and B. P. Autrey of the Birmingham agency. In lives insured the winners were: A. H. Himchak of the Pennsylvania Underwriters Agency, Manager E. Dudley Colhoun of Virginia and L. M. Seifer of the Pennsylvania Underwriters.

Mrs. Pritchard Speaker in Seattle

Mrs. W. S. Pritchard, director department of the American family National Association of Life Underwriters, spoke at a luncheon meeting of the Life Insurance Managers Association of Seattle last week. Many women underwriters as well as agency managers attended. The association will conduct its annual golf tournament and dinner June 30.

C. C. Wysong Recovered

C. C. Wysong, former Indiana insurance commissioner, has recovered from an injury received on an Indianapolis golf course which was followed by infection and for a few days appeared to be threatening. His chief satisfaction in making a quick recovery, it would seem, was that he could attend graduation exercises of his daughter.

St. Louis Actuaries Debate Major Issues at Meeting

MOYER ELECTED PRESIDENT

Speakers Emphasize Danger of "Keeping Up with Joneses" in Low Cost Forms, Cash Values

Ross Moyer, assistant actuary Missouri State Life, was elected president of the Actuarial Club of St. Louis at the annual meeting, succeeding Miss Eloise Pope, Central States Life. C. M. Hansen, assistant actuary Continental Life, St. Louis, was elected vice-president and Miss Katherine Head, Missouri State, secretary.

Speakers were C. O. Shepherd, vice-president and actuary Missouri State; C. J. Shea, president and superintendent of agents State National, and R. H. Kastner, attorney American Life Convention. Mr. Shepherd urged members to keep a keen edge on their minds and to cultivate good mental habits, so they will be able to bring all their talents to bear in solving actuarial problems.

Bound by Old Precedent

He said in approaching a solution of the troublesome cash surrender and policy loans problem, life insurance is riddled in the past and the whole scheme of allowing high cash values in the early years of a policy is antiquated. He declared the revision of section 97 of New York insurance law was a splendid piece of work and he also complimented Canadian companies and officials for working out a new valuation formula. He said that cash values should bear a closer relationship to the policyholder's share in the company's asset ratio than under the present too liberal cash surrender and policy loan values.

President Shea approached much the same problems from the agency department viewpoint. He said life insurance was originally pure protection and its rapid growth in the last 25 years was largely due to liberalities placed in policy forms through agency pressure.

Kept Up With Joneses

He said in connection with the movement to revise cash values downward that many companies had gone to the extreme in putting forth low cost forms "in order to keep up with the Joneses," and he warned that in the last analysis the buying public would be the judge of life insurance. He said a well balanced program of low cost and high premium policy forms might prove a happy solution. He said the character of business an agent writes is of much more concern to his company than the volume. "The agents wanted something that they could sell," he said. "The companies gave it to them, and the people grabbed it. The American people have always known bargains."

Criticizes Investment Practices

He expressed the belief that if companies had exercised the same care in making investments as used in the underwriting division in accepting risks, companies would not have some of the vexing financial problems that plague them today. He advised a limitation on property loans and investments in any line of bonds or other securities such as the restriction on the amount of insurance that will be issued and retained on any one person.

Mr. Kastner discussed the recently enacted federal tax legislation affecting life companies and individuals, and also the work of the Reconstruction Finance Corporation and efforts to extend its field of operations, the Goldsborough proposal to restore legislatively the purchasing power of the dollar, the proposed formation of federal home loan discount banks, Senator Norris' efforts to deprive companies of the right to transfer litigation to federal courts, etc. He pointed out that existing condi-

Garfield Brown Answers Charges Made to Governor

ZEKE H. AUSTIN IN ATTACK

Minnesota Commissioner Alleges Criticism Induced by His Action in North American Life & Casualty Case

ST. PAUL, June 16.—Charges of malfeasance and nonfeasance in office, lodged with Governor Olson by Zeke H. Austin of Minneapolis against Commissioner G. W. Brown, have been answered in a sweeping denial by the commissioner, who states that Mr. Austin's action is prompted by his desire for revenge because of the department's action four years ago in compelling him, in effect, to restore some of the \$40,800 belonging to the North American Life & Casualty, of which Mr. Austin had been for a number of years president and manager. The governor has called for a hearing June 27.

In his answer Commissioner Brown states: "The complaint comes as no surprise to me inasmuch as I received an ultimatum some three or four months ago from a certain discredited Minneapolis politician to the effect that unless I placed his son on the department payroll, 'he and Zeke Austin would concoct some groundless charges to cause me embarrassment through the natural publicity given them.'"

Charges Are Given

The charges, although several in number, have principally to do with the employment and payment of employees in the department. Mr. Brown's answer is that these functions were delegated to the department of administration by law in 1925, since when the commissioner has had no power to fix salaries. Other charges, having to do with the supervision of companies, were denied by Mr. Brown, who stated that the records of the department are open to the public and that the petitioner could have ascertained the falsity of the charges at any time by making an inspection of the records.

J. P. Sullivan Answers Drew

James P. Sullivan, one of the foremost advocates of cheap insurance, has come to the defense of Professor S. H. Nerlove of the University of Chicago, whose life insurance teachings were criticized by A. A. Drew in THE NATIONAL UNDERWRITER of June 3. Mr. Drew is general agent at Chicago for the Mutual Benefit Life. Mr. Drew stated that Professor Nerlove advocates low cost insurance.

Mr. Sullivan states that Professor Nerlove has never advocated term insurance.

Mr. Drew stated, in his article, that he had borrowed on his personal insurance, but had paid back the loans. Mr. Sullivan states that a great number of present day borrowers are not able to pay off their loans. Mr. Sullivan believes that if the borrower is insurable, it is more advantageous to buy new insurance and cancel the loan.

Mr. Sullivan charges that many agents are opposed to term insurance because of the commission differential. Mr. Sullivan states that he has never attempted to take a man off a legal reserve form and put him on an assessment or stipulated premium form.

tions present insurance company officials, and particularly actuarial departments, with many new and trying problems and that future stability of the business depends largely upon the wisdom and far-sightedness of men and women in the actuarial profession to envision needs of the future so as to be able to cope with each and every situation as it may arise.

Company Quitting Sales in Canada

Acquisition Cost Disadvantage
Forces Mutual of New York
To Take Step

OFFICERS' STATEMENTS

President Houston and Vice-President
Sargent Explain Move—Changes
in Personnel Made

NEW YORK, June 16.—Acquisition cost limitations imposed by section 97 of New York insurance law as compared with those prevailing in Canada have resulted in the Mutual Life of New York announcing that it will write no more new business in Canada after July 31.

It is understood that the "Buy at Home" movement in Canada has hit life insurance as well as other foreign commodities and increased the Mutual's difficulty in competing with Canadian and American companies entered in the Dominion but not under strict regulations of New York's section 97.

Canadian Personnel Changes

Among the changes in the personnel of the company's agency offices will be the following: W. O. H. Dodds, manager Montreal agency, will retire under the company's plan after 40 years' service, but will continue as the company's chief agent in Canada.

C. O. Dozois, agency manager at Winnipeg, will become special agent in charge of the Montreal agency. H. M. MacCallum, manager Toronto agency, will retire and Harold MacGillivray, agency cashier in Toronto, will become special agent in charge of the Toronto agency. T. H. Bulloch, agency cashier, will become special agent in charge of the Winnipeg agency.

In a letter to the company's Canadian field forces, G. K. Sargent, vice-president and manager of agencies, said:

Sargent's Explanation

"I regret to inform you of the company's decision to discontinue new business in the Dominion of Canada on Aug. 1, next. The enclosed announcement by President Houston, which is being mailed to each of our Canadian policyholders today, explains the company's reasons for this action.

"Severance of business connections with our agency force—many of them of long standing—is not pleasant, but in the opinion of the officers of the company continuance of new business activities in Canada under the conditions stated would not be in the best interests of our policyholders, either in Canada or elsewhere."

Maintaining Reserve Funds

President Houston's letter stated: "This action does not in the slightest degree affect the validity or safety of Mutual Life policies in force in Canada. Company securities aggregating—on Dec. 31, 1931—over 14 million dollars deposited with the Dominion government, as the law requires, will remain on deposit in Canada, and no right or privilege guaranteed by our policies will be in the slightest degree affected by this change.

"Our present agencies in Montreal, Toronto and Winnipeg will be continued, but will not handle applications for new insurance after July 31 of this year. No effort will be spared to facilitate in every way the payment of

(CONTINUED ON PAGE 12)

Plans Are Suggested for Companies in Bad Plight

The fact that more companies are seeking to borrow from the Reconstruction Finance Corporation and that at least a few companies have found that their assets can neither be converted into cash sufficiently to take care of their cash values and policy loans nor are sufficiently good to pass muster with the Reconstruction Corporation brings up the question of the various methods that might be followed to save such companies and conserve their assets and reserves to the greatest possible degree for the benefit of their policyholders. Of course if a company has been mismanaged, if there has been substitution and manipulation of securities by a speculative management, there

is not much else that can be done than to let the company take the natural course of a receivership. Such a management will go on manipulating and getting in deeper and deeper and in the meantime will stave off all honest attempts to save it. The insurance departments and the courts will have to step in. But there will no doubt be a few companies which, through unfortunate investments or other misfortunes not due to manipulation or dishonesty, it is felt should not be allowed to take the receivership route, not so much for the sake of the stockholders, office and agency plants, as for the policyholders. A receivership is both expensive and destructive and the policyholder in the end pays the bill. In all such instances the interest of the policyholder, for the sake of life insurance as a whole, should be paramount.

A word should be said with regard to expenses and extravagance. An unnecessarily expensive management may feel that paring off a comparatively small amount will not be of much account one way or the other in the face of the larger situation; but this is entirely wrong. The moment a company finds itself in serious trouble its expenses should be cut to the bone all along the line. Not only will this be an actual saving in dollars but it puts the company at once in a position to be favorably considered by those who are in a position to help it.

Much Can Be Done by Economy

No outsiders are going to take much interest in helping a company or a management where the management is thinking primarily of the chief officials' salaries and to save their skins rather than of their responsibility to the policyholders who have imposed their trust in them. Salaries can be reduced, cheaper office quarters taken, and if the spirit of thorough economy prevails it will be found that wonders can be accomplished along this line alone. Only by such a method will certain companies be able to nose out ahead of the receiver. It has been the history of almost all the great companies that notable sacrifices have been required by executives and stockholders during various emergencies in their earlier years. Men of standing and business judgment have been found who would serve as president without salary and even medical directors and actuaries who gave only a part of their time to the company have been sufficient to handle this work for the time being. One good way of reducing office rent is to purchase an old residence and refit it modestly for a home office building. The idea of big salaries in life insurance as in all other businesses is due for a revision. This note of strict economy cannot be struck too strongly in dealing with an emergency affecting a company upon which may depend its continued existence. The life insurance institutions that have gotten a good start and have laid a certain foundation for the future should not be put out of business until every possible honest and sound method has been adopted.

Companies, it would seem, are somewhat too prone to rush to the Reconstruction Finance Corporation for re-

lief. They are not looking far enough into the future. Even assuming that a loan can be secured from this source, is it good policy to secure money at 5½ percent and put up security at the rate of three for one, which is the requirement of the Finance Corporation? Especially if the loan is not accompanied by a radical reorganization as to expense, the loan may only be deferring the evil day. The Reconstruction Finance Corporation may be making it too easy to secure money for the good of the company. It is not going to be very easy to pay off these big loans and if they are continued for a long period of time the interest rate is going to be too high. Probably no company can afford to pay taxes and expenses and stand its losses on investments, yet still earning a net of 5½ percent. As to the ultimate payment of the loan it may not be much easier to produce the cash at the time of maturity than it would be now. Certainly it is not out of order to sound a note of caution in applying for Reconstruction Finance loans.

Chance for Company Cooperation

Quite a number of companies with excess cash have shown an inclination to be helpful by taking mortgages and other securities coming up to the best standards off the hands of other companies needing cash, without sacrifice of part of the principal. Should there not be further cooperation along this line? Should not companies which are still buying mortgages and other securities help the life insurance business by taking those which have already been passed upon and accepted by other companies now needing cash? Certainly as little money should be borrowed from the Reconstruction Finance Corporation as possible, since too easy borrowing is one of the evils to be combatted at this time.

In spite of all that can be done in various ways to help individual companies there will still be one here and there whose investments have gone bad to such an extent that at first view it is headed for a receivership. It has been suggested that some method of a moratorium under the supervision of the home state insurance department might be worked out whereby the expense of a receivership could be avoided and the company's affairs administered with strictest economy to the end that the last dollar may be conserved for the benefit of policyholders. Perhaps no new business should be written and no cash surrenders or loans granted. Current premiums might continue to be collected with the provision that they shall stand wholly to the credit of the policies on which they are paid. This would prevent the sale or realization on assets at forced prices and would give the investments a chance to pay out under the most favorable conditions. When the Metropolitan took over the Pittsburgh Life & Trust years ago and a lien was placed on the policies it was not supposed that any large part of the lien would be cancelled but due to the Metropolitan's careful management the liens were finally removed and the reserves maintained.

There are now so many companies

(CONTINUED ON PAGE 12)

Farm Loans 85% Current—Rogers

Prudential Official Presents Heartening Picture to Minnesota Bankers

RECORD NOT DISASTROUS

Speaker Asks What Other Form of Investment Has Produced as Good Results

Those attending the convention of the Minnesota State Bankers Association in St. Paul heard a rather cheerful analysis of the farm loan situation by R. R. Rogers, assistant secretary of the Prudential. The audience also included the members of the Minnesota Insurance Federation in annual session.

Mr. Rogers presented the combined experience of 14 life companies having a current farm loan investment of \$1,200,000,000 which for two years have cooperated in a factual survey of farm loan conditions. The total farm mortgage of the 14 companies, including current mortgages, foreclosures pending, land acquired by foreclosure and land sold under contracts of sale, amounted to \$1,343,000,000 at the end of 1931. Of that amount there were \$1,118,908,000 current farm loans, being 83.3 percent of the total investment; \$19,307,000 land sold under contracts of sale, being 1.4 percent of the investment; \$72,457,000 foreclosures pending, being 5.4 percent, and \$132,328,000 farm property owned, being 9.9 percent.

85 Percent Current

"The farm loan situation," Mr. Rogers pointed out, "may be stated to be 85 percent current with a deviation from the normal of 15 percent. The significant fact is that the deviation from normal does not necessarily indicate a loss on the investment on its final adjustment. What other form of investment is there that makes a better showing?"

Mr. Rogers also analyzed the total investment of the farm loan conference in Minnesota. As of Dec. 31, 1931, the amount was \$90,928,000. Current loans amounted to \$70,575,000, being 77.6 percent of the investment; land sold under contract, \$1,583,000, being 1.7 percent; foreclosures pending, \$6,451,000, being 7.1 percent, and farm properties acquired, \$12,319,000, being 13.6 percent.

There is at present, according to Mr. Rogers, a total outstanding farm loan indebtedness in the United States of about \$9,000,000,000. Mr. Rogers said that about one-third of that is represented by purchase money mortgages, mortgages taken by banks as additional collateral to commercial loans, second mortgages and all sorts of transactions having but little relation to what might be termed strictly farm loan investments made upon the conventional margin of security and appraisal. It is the distress and foreclosure of such loans, he said, that tinge the public mind with the thought that the farm loan investment is in a desperate plight.

Increase of Farm Debt

Mr. Rogers recalled that the farm debt increased from \$3,500,000,000 in 1910, to \$8,000,000,000 in 1920, to \$9,300,000,000 in 1925, to \$9,500,000,000 in 1930, its high point, and then dropped to \$9,250,000,000 in 1931. "These figures reflect the tremendous inflation of land prices during the war and land credit incident to it," he pointed out.

Farm lenders, Mr. Rogers said, ex-

(CONTINUED ON PAGE 12)

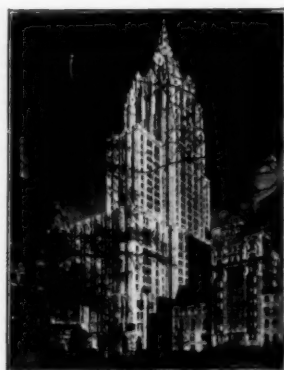
What a Father Did for His Daughter

WHEN she was 25 years old he bought for her a single-premium life annuity of \$1000 a year payable \$500 semi-annually.

That was over 43 years ago. In all she has received \$43,500; and the New York Life will, of course, continue to send her a check for \$500 every six months as long as she lives.

She is almost 69 years old, a widow.—Can you think of any other gift her father could have made her that would have been so enduring, so helpful to her, so thoroughly significant of his desire to make her life financially safe?

He had protected her whether he lived or not, whether she married or not and (if she married) whether her husband should prosper or fail or leave her unprovided for in event of his death.



HOME OFFICE BUILDING

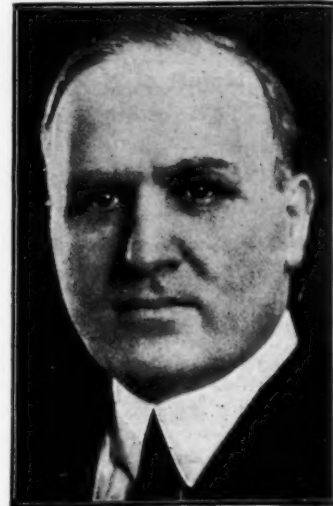
NEW YORK LIFE INSURANCE COMPANY

51 MADISON AVENUE, NEW YORK, N. Y.

New Officers Are Elected



DR. H. W. DINGMAN, Chicago
Chairman



DR. JOHN R. NEAL, Springfield, Ill.
Vice-Chairman

Dr. H. W. Dingman, vice-president and medical director of the Continental Assurance of Chicago, who acted as vice-chairman of the Medical Section of the American Life Convention, has been

elected chairman, and John R. Neal, secretary and medical director of the Abraham Lincoln Life of Springfield, Ill., becomes vice-chairman of the section.

Franklin Life Appointments

John Wakeman Becomes Supervisor in Illinois—W. R. Spinney Will Have a Large Territory

The Franklin Life announces the appointment of John Wakeman as supervisor in Illinois and W. R. Spinney as supervisor for Colorado, Kansas, Nebraska and western Missouri.

Mr. Wakeman began work with the Franklin in September, 1931. After leaving the army at the close of the war he became associated with the Marmon Motor Company at Indianapolis, later becoming distributor for that company in the Peoria territory. He was then associated with the Travis

Cadillac Company, Peoria, distributors, as sales manager prior to his entrance in the insurance field in October, 1926, as agent for Travelers at Peoria. In 1929 he became general agent for the Connecticut General in central Illinois.

Mr. Spinney taught school for two years after he was graduated from Bowdoin College in 1913. He entered the life insurance business as agent for the Union Mutual in the Boston district, and after ten years of selling became superintendent of agencies for that company. After two and a half years in that capacity, Mr. Spinney went to California to take charge of the San Francisco general agency for the State Mutual Life. Since then he has become one of the leading personal producers of the Fidelity Mutual.

Sixteen Billion Lapsed

THE NATIONAL UNDERWRITER was asked for the total amount of insurance terminated by lapse in 1931. The answer was arrived at by making an adding machine total of business terminated as reported in the "Unique Manual Digest." This figure was \$17,406,656,000. In order to arrive at the amount of lapse, it was necessary to subtract the amount of death claims paid. Inasmuch as the precise amount of death claims paid for 1931 was not available, the rough figure of \$1,400,000,000 was used, that being about the 1930 amount. The result is approximately \$16,000,000,000 terminated by lapse, as against about \$20,000,000,000 new business written.

Round Table Date Changed

Another change has been made in the date for the million dollar round table meeting. It is now definitely scheduled for Tuesday, Aug. 16. The date is announced by R. A. Brown, chairman of the round table, who has just returned from San Francisco where he completed arrangements. The sessions will be held in the Gray room of the Fairmont hotel.

The managers and general agents sessions will be held all day Tuesday, as well, and the regular sessions of the National Association of Life Underwriters will open that evening.

The American College of Life Underwriters has just conferred the C. L. U. degree on A. J. Johannsen, an agent of the Northwestern Mutual Life in Chicago.

New Business Down 12.1% for First Five Months

NEW YORK, June 16.—New life insurance production for last month was 22.5 percent less than for May, 1931, according to Life Presidents' Association figures. For the first five months of this year the aggregate volume was 12.1 percent less than for the corresponding period last year. Industrial insurance made relatively the best showing for the month, with a decrease of only 5.6 percent. Ordinary was off 27.4 percent for the month and group was down 31.6 percent.

The total new business of all classes written by the 44 member companies of the association in May was \$760,127,000 against \$980,346,000 in May, 1931, a decrease of 22.5 percent. New ordinary amounted to \$488,057,000 against \$672,208,000, a decrease of 27.4 percent. Industrial totaled \$222,956,000 against \$236,293,000, a decrease of 5.6 percent, and group \$49,114,000 against \$71,845,000, a 31.6 percent decrease.

For the five-month period, the total new business of these companies was \$4,249,688,000 this year against \$4,833,485,000 last year, a decrease of 12.1 percent. New ordinary was \$2,794,041,000 against \$3,277,597,000, a decrease of 14.8 percent; industrial \$1,149,033,000 against \$1,141,105,000, an increase of .7 percent; group \$306,614,000 against \$414,783,000, a decrease of 26.1 percent.

Vernon Issues Statement on Chicago National Case

ADJUSTMENTS BEING MADE

President of Pacific States Life Says All
Death Claims Will Be Paid
in Full

The following statement concerning the reinsurance of the Chicago National into the Pacific States was issued by President W. L. Vernon of the Pacific States:

"Completion of the reinsurance of the Chicago National Life by Pacific States Life has been effected by court approval of the reinsurance contract.

"The Chicago National has insurance in force of approximately \$25,000,000.

"A recent examination of the Chicago National by the insurance department of Illinois showed an impairment, making it necessary that the reinsurance contract provide for a temporary lien to the full amount of the reserves until the fair value of all assets can be ascertained, at which time the exact amount of the lien can be determined.

"President Vernon of the Pacific States announced this would be arrived at with the least delay possible as the officers of both companies, working in conjunction with the insurance department, would soon be able to report to the court so that the definite amount of the lien could be established. Vernon stated he had no idea at present what the lien would be but profits on the business and sale of assets as sales can be made would be applied to reduce the lien as rapidly as possible.

Benefit of Policyholders

"We are entering into this arrangement solely with the idea of working out the situation to the entire benefit of the policyholders, looking to no immediate profit for Pacific States.

"Under the terms of the reinsurance contract all death claims will be paid without deduction of the reinsurance lien and over a period of time, it is felt, policyholders will not lose any of their equities. The contract, by its terms, acts more or less as a temporary moratorium until adjustments can be made to protect all policyholders. The plan of Pacific States, as announced, is to set aside a certain percentage of income of Chicago National business and proceeds from sale of assets as sales can be made to first pay pro-rata all unpaid death claims due at time of execution of contract. All claims arising after such date will, of course, be promptly paid.

"It is the plan of Pacific States Life to maintain an office in Chicago to handle its eastern business and thereby give prompt service to its eastern policyholders.

"Plans are being completed as rapidly as possible, to pay all unpaid death claims. Policy loans and surrenders will, of necessity, be deferred until a later date.

"Overhead expenses of administering the Chicago National business have already been reduced by about \$30,000 per annum which, in itself, will go to great length in building up the present reserve impairment.

Unpaid Death Claims

"A previously published statement that the Pacific States has owned stock of the Chicago National for three or four years is incorrect. As a matter of fact, Pacific States did not acquire Chicago National stock until May 9, 1932, although the certificates which were acquired had been issued to the previous owner several years before.

"It was also incorrectly stated that an official of the Pacific States was named receiver. J. M. Crume, who was appointed receiver, never has been an official of the Pacific States.

"It was also mis-stated that claims are to be pro-rated. Death claims are

Variety of Sightseeing Tours on National Convention Trip

PLAN TWO SPECIAL TRAINS

Luxurious Accommodations Promised
for Delegates on Trips Starting
from New York and Chicago

Elaborate trips are planned for delegates and visitors to the San Francisco annual convention of the National Association of Life Underwriters, Aug. 16-19. Special trains are being scheduled from New York and Chicago with a variety of tours permitting much sight-seeing.

The New York special will leave Aug. 6 over the New York Central, delegates joining at Albany, Pittsburgh, Cleveland and Chicago, where the trains will leave over the Chicago & Northwestern, transferring to the Chicago, Burlington & Quincy at Omaha. At this point St. Louis and Kansas City delegates will join.

Local Associations Entertain

Plans call for automobile trips and entertainment by associations at Denver, Colorado Springs, Salt Lake City and Los Angeles, with much time for sight-seeing. A three day stopover will be permitted in Los Angeles to attend the Olympic games.

The special will leave Los Angeles Aug. 13 over the Southern Pacific, arriving at El Portal the following morning, thence to Oakland and San Francisco, arriving on the 15th.

On the return the special will go by the northern route, leaving San Francisco in the afternoon, Aug. 19, arriving at Portland, Ore., the next afternoon, where the Oregon association will be host. The Seattle association will extend the same courtesy there, and again at Spokane the local association will entertain.

Stop over in Yellowstone

After a stop in Yellowstone National Park, the party will leave for Minneapolis and St. Paul, thence to Chicago, and the special will return to New York City Aug. 28. Special cars will be operated from Boston, Pittsburgh, Cincinnati, Indianapolis and Detroit.

A trip being sponsored by the Chicago Association of Life Underwriters starts in the morning, Aug. 11, over the Burlington, arriving at Omaha that evening, the entire day being spent crossing Illinois and Iowa. The train will leave Omaha in the evening, Aug. 11, and arrive at Denver the morning of Aug. 12, where groups will join the special, which will proceed to Colorado Springs. The train will leave Denver in the morning, Aug. 12, and arrive at Colorado Springs around noon.

There will be time for motor trips to the various points of interest, to see Pike's Peak, play golf, etc. The special will leave Colorado Springs around noon, Aug. 13, and arrive at the Royal Gorge two hours later where there will be a ten-minute stop. It will arrive at Ogden, Utah, in the morning, Aug. 14, where time for sight-seeing will be permitted, and arrive at San Francisco over the Southern Pacific in the morning, Aug. 15.

The cars will be luxuriously furnished and persons who wish may use their berths in place of hotel accommodations en route.

to be paid in full and other liabilities are to be paid out of income, assets and profits."

Glenn S. Hodapp, who has his headquarters at the Fair Grounds hotel in St. Louis, and has been appointed state manager of the Great American Life at Hutchinson, Kan., for Illinois, says he will have about 10 general agents in the state.

How Insurance Reputations Are Built

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Some companies have the mistaken idea that all advertising is pretty much alike; that the advertising done in the daily newspapers by, for instance, Marshall Field & Co. Chicago's largest department store, is designed to accomplish the same purpose as an insurance company's advertisements in The National Underwriter.

It is not. There is no similarity.

Study the advertisements of department stores. Of what do they consist? Almost invariably they contain a list of today's "bargains". They tell of "special sales"; "unusual opportunities"; "anniversary week"; etc., etc.

This is what is known as direct action advertising. It is designed to get customers to walk into the store today to buy articles of merchandise that have been specifically described and the price of which is known. If the customers don't come in in sufficient numbers the advertising is a failure. The department store cannot console itself with the thought that perhaps its advertising has enhanced its prestige or reputation "or something".

Turn now to advertising in an insurance newspaper. It should never aim at the direct results accomplished by department store advertising in daily newspapers. Insurance companies have no bargain sales to offer, no "specials for today only". The whole appeal of insurance newspaper advertising lies in an entirely different direction. Its fundamental purpose is to build good will for a company, to give it a favorable reputation among those in the insurance business. Favorable reputations are not built in a day, a week or a year. To establish them takes time. The readers must be reminded again and again of the existence of a company, of its stability, its commendable record, and its service to agents.

We have never claimed that National Underwriter advertising will immediately build a staff of producing agents for a company. It will not. Neither will anything else. Insurance companies are not built that way. Instead, they grow gradually as one agent after another is added, and as the old agents write more and more new business and as they continue to renew most of what they have written in the past. The whole thing is a gradual process.

Our conviction is that an insurance company's most powerful prestige and reputation builder is National Underwriter advertising, and that the spread of a favorable reputation and standing is accomplished by steady, consistent advertising, and not by the catch penny appeals of the department stores.

(Number 20 of a series devoted to the merits of National Underwriter advertising)

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The National Underwriter

The leading weekly insurance newspaper

E. J. WOHLGEMUTH
President



C. M. CARTWRIGHT
Managing Editor

We're getting cash these days

CASH in every transaction has always been a feature of the DeBarry method in handling conservation and reclamation work. Anything worth a cash output is worth having and keeping. Even in these trying days that cardinal principle is being rigidly upheld.

Impaired policyholders must be willing to pay cash for current premiums, otherwise DeBarry & Associates are not certain their adjustment will be permanent and satisfactory to both policyholder and company. It is the care in attending to just such details as well as keeping the goodwill of policyholders and agents that has built for DeBarry & Associates a reputation in handling impaired policies that is hard to duplicate.

A personal interview may prove of profitable value to your company, your agents and your policyholders. An interview gladly will be arranged to suit your convenience. Also ask for your copy of an interesting new prospectus, just prepared, on the DeBarry method and plan of handling conservation business.

DE BARRY & ASSOCIATES, INC.
Insurance Counselors
222 WEST ADAMS STREET CHICAGO

Fraternal Convention Turns Into Mutualization Fight

OFFICERS SPLIT ON PROPOSAL

Security Benefit Medical Director Secures Injunction Against Dismissal, Editor Candidate for President

The quadrennial convention of the Security Benefit Association, a Wichita, Kan., fraternal, held in Chicago last week, developed into a stormy session over a project to mutualize under a measure passed in 1931 by the Kansas legislature. The main issue was masked under a fight to elect a new staff of officers who are opposed to the mutualization project on the grounds that it would mean virtually depriving of their insurance most of the 70,000 members who hold low cost policies.

However, the proponents of mutualization were staved off and a resolution adopted postponing action for four years.

The fight started June 1, when the officers and executive committee "discharged" Dr. A. E. Billings, national medical director for 12 years and with the fraternal 22 years. Dr. Billings is one of those opposed to mutualization. He secured a temporary injunction in the Shawnee county, Kan., district court preventing the executive committee from disturbing his official status and from keeping him off the convention floor.

Dismissal Is Contested

The executive committee gave only general reasons for his dismissal, claiming he was employed on a month-to-month basis and could be dismissed on two weeks' notice. Dr. Billings argued he is employed for a four-year term and by-laws stipulate national officers can be dismissed only after charges have been filed and formal hearing held. This he said was not done.

The chief cause of the fight is the new Kansas bill which permits fraternal societies to change into mutual old line life companies. Attorneys for the Security Benefit drafted the measure and the society's officers were said to be its chief sponsors, and according to Dr. Billings, actively lobbied for its passage, although they deny this.

Many Numbers Affected

The society has about 173,000 members, of whom 70,000 carry the old "current cost" policies discontinued about four years ago. The society now writes on the 4 percent Fraternal Congress basis, issuing only permanent policies. Dr. Billings and H. F. Songer, national editor and candidate for president, contend most of these 70,000 members are so far along in years they would be unable to pay the premium for their present amount of insurance at attained age, and the only other alternative if the society mutualizes is to have their insurance cut to a nominal sum. According to Dr. Billings, their average age is about 60 and many are over 90 years old.

The four national officers principally active for mutualization it is said are President J. M. Kirkpatrick and Secretary J. V. Abrahams, both of Topeka; Vice-president T. C. Triplett of Joplin and Attorney A. W. Fulton of Chicago. President Kirkpatrick was reelected.

J. K. Gore Honored

J. K. Gore, vice-president and actuary Prudential, has been presented a medal, awarded by Columbia university, his alma mater, whose president, N. M. Butler, is an old friend. In conferring the medal, given to only ten alumni, Dr. Butler referred to Mr. Gore as a scholarly and highly successful administrator of the great business of life insurance. Mr. Gore received his A. B. from Columbia in 1883 and his masters degree in 1886.

On Coast Program



FRANK M. SEE

Frank M. See, who will be one of the speakers at the San Francisco meeting of the National Association of Life Underwriters, obtained his first life insurance experience in Nashville while waiting to be called for duty in the navy. He is now general agent for the Union Central Life at St. Louis.

After graduating from the University of Missouri in 1911, Mr. See started to practice law at Charleston, Mo. He served as city attorney, public administrator and county treasurer, resigning that position to enter the navy. He qualified for service and then escorted his family to Nashville, where they were to remain while he was away. He then received notice that he would not be called for 90 days.

In order to provide a living for his family during that time, Mr. See started to sell life insurance for the Massachusetts Mutual Life and in his first three months led the Tennessee state agency. After the war, he joined that agency as a full time agent and two years later was made a partner in the agency.

In 1925 Mr. See resigned in order to assist the faculty of New York university in conducting summer schools in life insurance salesmanship. He assisted Dr. G. M. Lovelace and his associates in teaching at Buffalo and Rochester, N. Y., Boston and Oklahoma City. Later that year he joined the Union Central as general agent at St. Louis and has increased the annual production there more than 500 percent.

At one time he held the world's record for monthly personal production, selling policies to 328 individuals while at Nashville.

Mr. See appeared on the National association program at Atlantic City and Memphis and has spoken before life underwriters' sales congresses in many cities.

Actuarial Society Fall Meeting

The Actuarial Society of America will hold its fall meeting at Ottawa, Can., Oct. 13-14. Notices have been sent out to members by the secretary, J. B. MacLean, associate actuary Mutual Life of New York.

"Civily Dead" But Policy Not Matured

Although legally a person in prison is "civily dead," he is not dead enough to entitle his administrator to collect under an endowment policy. This was the decision of the Maine supreme judicial court in Sullivan, administrator, vs. Prudential.

Good Prospecting Suggestions Are Found in D. L. B.

Valuable tips on prospecting are given by Ben S. Graham, vice-president Brooklyn National Life. He says, "It is obviously foolish for an agent to spend time soliciting difficult prospects if it is possible for him to select ones who are easy to sell."

Mr. Graham quotes liberally from the "Diamond Life Bulletins." He says:

"Prospecting is probably the most important factor in the successful selling of life insurance today. For many years, when life insurance was in its infancy, agents generally believed that everybody was a prospect. Life insurance selling in those days was unorganized, unscientific and a last resort for people who were unable to do anything else."

Old Theory Everybody Is Prospect Is Wrong

"In the early days of scientific selling, one of the first developments was the realization that the old theory concerning prospects was absolutely wrong. It was discovered that a great deal of time and effort was being expended on people who were not prospects for life insurance. A prospect, then, became defined as a person who had one or more needs for insurance, plus the ability to pay the premium, plus the ability, physically and otherwise, to qualify for the insurance."

"More recently, following further research, the 'Diamond Life Bulletins' point out the following qualifications as necessary for a good prospect:

Gives Qualifications for Worthwhile Customer

"He must have ambition; he must have had enough experience with life to have learned the meaning of the word 'Responsibility'; he must not be inseparably attached to one of your competitors; his present need for life insurance service must not lie beyond your present knowledge and ability to supply such service; he must be the type of person with whom you can agreeably deal."

"The above qualifications are explained in detail in the 'Diamond Life Bulletins.' I shall summarize the explanations:

"A man without ambition will not advance. While he may have needs at present, because of his lack of ambition it will be difficult to make him realize them, and even though he does his needs will not increase. Therefore, he is not a good client for the future. The ambitious man, especially the young man, will progress, will have ever-increasing needs and, if properly sold, will be a good client for years."

Family Men Realize Responsibilities More Fully

"The average married man with children has, through experience, realized his responsibility, looks further into the future and is therefore a better prospect than the young, carefree unmarried man though he, in later years, usually develops the sense of responsibility."

"When a man has been and is being satisfactorily served by another life insurance man isn't it foolish to waste your time attempting to take him away? There are, of course, many cases where a 'friend in the business' is merely an excuse. You must differentiate between the two and not waste your time."

"Many life insurance salesmen who have proven their ability to sell life insurance to the heads of families have ruined their business in attempting to sell business insurance and other complicated forms by getting completely beyond their depth. Sell the people that you are able to serve. If you do open a case that is too deep for you, call in an expert and get half the commission instead of losing it all."

AS SEEN FROM NEW YORK

By R. B. MITCHELL

OPENS HACKENSACK OFFICE

R. E. Smith of the C. B. Knight agency of the Union Central Life, has opened an office at Hackensack, N. J., to handle his business in northern New Jersey. Mr. Smith plans to devote two days a week to his New York business and the rest of the time to the New Jersey suburbs.

He is a past president of the Rotary Club of Park Ridge, N. J., and a graduate of the New York University life insurance training course. He has done a great deal of life insurance trust work, in which field he is considered an expert. Mr. Smith joined the Knight agency in 1917. Before that he was with the Home Life of New York.

JOINS McMILLEN AGENCY

C. V. Cromwell, associate general agent of the H. N. Fell agency of the Massachusetts Mutual Life in New York City, has resigned to devote his entire time to personal production with the C. L. McMillen agency of the

Northwestern Mutual Life at 347 Madison avenue. Mr. Cromwell has been with the Massachusetts Mutual seven years and prior to that was for six years with the Mutual Benefit Life, having begun his insurance career here with the former L. A. Cerf agency of the Mutual Benefit.

A. H. Rutgers, formerly connected with the trust department of the Chatham-Phenix National Bank & Trust company, is also a recent addition to the agency's roster. Mr. Rutgers is well known to life underwriters here through his lectures at various agencies. He addressed the New York City Life Underwriters Association at one of its recent sales congresses. Mr. Rutgers will become a personal producer, devoting the major portion of his time to business insurance and insurance trust work.

HULL GIVES CRISIS LUNCHEON

The "Crisis Luncheon," given by Managing Director R. B. Hull of the

National Association of Life Underwriters for managers and general agents in New York City had a most encouraging outcome, the 80 representatives present pledging 208 new members.

"If the rest of the New York city general agents and managers will do their pro rata share it will put the local association over the top," Mr. Hull said.

Pointing out that although the New York City association as of last June 30 constituted just 8 percent of the National membership, the local body was 488 below last year, or contributing 16 percent to the national deficit.

"Problems in the business increase as volume decreases," Mr. Hull declared. "The next 12 months will present problems increasingly aggravated. Your trade association must be placed in a position, both as to man power and finances, to deal effectively with those problems. It has gone steadily forward during the last four years, 1928, 14,648; 1929, 18,183; 1930, 18,415; 1931, 19,758; June 8, 1932, 16,768."

Supervise Kansas City Agency

L. L. Adams, Jr., and L. R. McKee are supervising the Kansas City agency of the Ohio National Life with the death of L. L. Adams, former superintendent of agents, central division.

★★★★★★★★★★★★

Great Salesmen of History



ALEXANDER THE GREAT

ALEXANDER THE GREAT, son of Philip of Macedon, ranks as one of the foremost soldier-statesmen of all ages. He decisively changed the current of world history.

As a precocious youngster he studied at the feet of the immortal teacher, Aristotle.

Early in his career he came upon the famous Gordian Knot. An oracle foretold that whoever should untie that knot would become master of the world.

Alexander cut it with a single stroke of his sword. That was his way with difficulties; he solved them—just as he won his victories—by sudden bold strokes.

Before his death at the age of 33 he had conquered the Persian Empire—fifty times as large as all Greece with twenty times as many people—thus saving the culture of the West from semi-barbarism; and he had extended Greek civilization beyond the Mediterranean to pave the way for Christianity three centuries later.



ROYAL UNION LIFE INSURANCE COMPANY

A. C. TUCKER
Chairman of the Board

DES MOINES, IOWA

J. J. SHAMBAUGH
President

AS SEEN FROM CHICAGO

NEW AGENCY OPENED

The D. F. Moore & Co. agency has been opened in A1640 Insurance Exchange, Chicago, representing the American Bankers of Jacksonville, Ill., for noncancellable accident and health. Mr. Moore has been life manager for the Hodgkinson & Durfee agency of Chicago, which represented the Continental Assurance. Before that Mr. Moore was life manager for the R. H. Beard Insurance Agency of Chicago. For 17 years he was a personal producer for the Mutual Life of New York. He is the author of a number of articles on life insurance salesmanship.

Associated with Mr. Moore is Carlisle Durfee. The agency will conduct a general insurance business and is making arrangements for additional representation.

* * *

KLOVE DIES IN ROCHESTER

Noah G. Klove, assistant manager of the Sam Lustgarten agency of the Equitable Life of New York in Chicago, died at the Mayo clinic in Rochester following an operation. He had been connected with the Equitable about ten years and was a successful personal producer as well as unit manager. His son also is in the Equitable.

* * *

WILSON LEADS COUNTRY

Reed M. Wilson, manager Chicago branch of the Atlantic Life, who has just completed his first year with the company, has led the country in personal paid for business in a contest held in May known as "May anniversary month." This is one of the feature contests of the Atlantic each year. In addition to Mr. Wilson's personal accomplishments, his agency finished second.

Mr. Wilson took charge of the Chicago office June 1, 1931, with only two agents and now has 28 agents.

* * *

BURKE RESIGNS AS MANAGER

Vincent M. Burke, manager Fidelity Mutual in Chicago for a year, has resigned. The office is being operated temporarily by the cashier. Mr. Burke is returning to personal production and before long expects to announce another connection.

* * *

R. C. CARSON, JR., WITH BAHR

R. C. Carson, Jr., who for two years has been assistant manager of the life, accident and group department of the Rockwood Company agency of Chicago, has joined the Alton E. Bahr & Co. brokerage firm of Chicago to open a life department. Mr. Bahr has just opened new offices in the ground floor of the Medinah Athletic Club building. Mr. Carson is a graduate of Princeton university. He has the C. L. U. designation.

* * *

C. L. U. REVIEW COURSE ENDS

The C. L. U. review course which has been conducted in Northwestern University as preparation for the June examinations for the degree, has ended. There was a regular attendance of about 38 persons. A "cram" review course was conducted June 15-17 by E. T. Lothgren, Northwestern Mutual, who directed the N. U. course.

* * *

TELETYPEWRITERS INSTALLED

The Stumes & Loeb and A. E. Patterson agencies of the Penn Mutual in Chicago are installing teletype connections with the home office to expedite service. There is an understanding between the agencies and the home office

as to the particular time each day when messages will be exchanged.

Canadian Commissioners' Meeting

The annual meeting of the Association of Superintendents of Insurance of the Provinces of Canada will be held at Winnipeg, Sept. 6-8. B. A. Dugal of Quebec is president, and R. Leighton Foster of Ontario, secretary.

Miller Is Auto Victim

Zachary T. Miller, vice-president of the Washington National of Chicago, was fatally injured in an automobile accident in Niles Center, near Chicago, Tuesday night and died later in St. Francis hospital in Evanston. He was accompanied by his daughter-in-law, Mrs. Lloyd Miller and her young daughter. Mrs. Miller was seriously injured. Her husband is general agent of the Washington National in Chicago.

Mr. Miller was born 62 years ago in a log cabin in Boone county, Kentucky. His mother is still living. He served for a number of years as superintendent of the Prudential and then became superintendent of the Metropolitan Life, being located in New York City and later in Louisville. When the Fidelity Life & Accident of Louisville was organized in 1923, he became vice-president. Later it figured in a Chicago consolidation and he became vice-president of the Washington National in 1926. More recently he has been in charge of its southern division.

Missouri State Transfers

J. T. Lynn, manager of the Arkansas agency for the Missouri State Life the past four years, will be transferred to Oklahoma City and his position in Little Rock will be filled by Carroll Thomas, who has been assistant manager since 1927. Mr. Lynn was transferred to the Little Rock agency in 1925 from St. Louis. He was appointed manager in 1928.

Association Arranges National Broadcasts

LOS ANGELES, June 16.—At a get-together luncheon meeting of 50 Los Angeles general agents and agency managers, R. A. Brown, president Life Underwriters Association of Los Angeles, announced that the National Association of Life Underwriters has arranged for a series of national broadcasts from New York over a hookup of 71 stations on life insurance, the first to be given Aug. 17 and one thereafter each month the rest of this year. The expense involved has been pledged to the National association, but an appeal has been made for increased membership in local associations sufficient to meet this situation and other features of budget prepared for the benefit of the institution of life insurance.

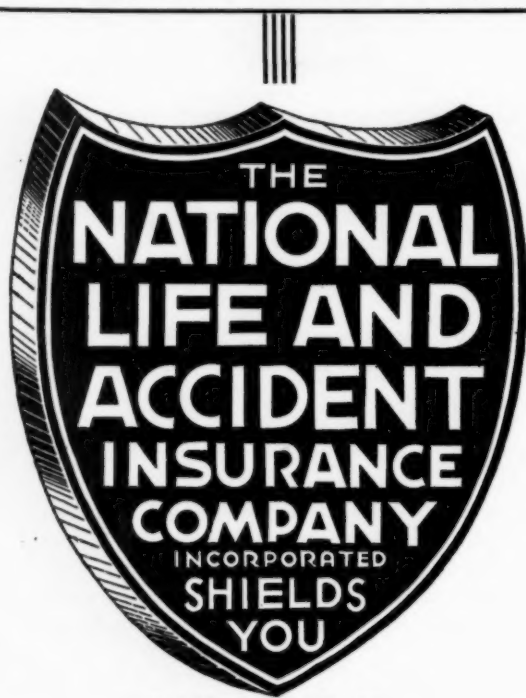
George W. Ayars, chairman of the legislative committee and past president of the Los Angeles association and former vice-president of the National association, outlined the immense value of the proposed broadcasts.

President Brown stated that arrangements had been made for a campaign to increase the membership to a minimum of 500, or an increase of 185, to measure up to the requirements of the National association. Subscriptions for 100 new members were recorded within a few minutes, 85 additional to be obtained and assuring the success of the membership drive.

Life Notes

H. K. Welrick of Indianapolis, general agent of the State Mutual Life, had an all-day meeting of the state agency. Barney Pearson led the discussion.

The Security Mutual Life of Lincoln, Neb., has entered Arkansas. Shepherd & O'Connell of Little Rock are state agents.



Trade Mark Reg. U. S. Pat. Off.

Backing each SHIELD MAN

is a company with over \$321,500,000.00 life insurance in force protecting millions in twenty-one states.

Our policyholders have confidence because they know their insurance is worth more now than when it was purchased and will actually become more valuable each year. They know of the sound, steady growth and achievement of The National Life and Accident in its 30 years of operation. They know the trust placed by the company in its 3,000 "Shield Men" must be carefully guarded.

Two Million satisfied policyholders is one important reason why it pays to be a Shield Man.

The NATIONAL LIFE and ACCIDENT INSURANCE CO., Inc.

Nashville, Tennessee

Tune in WSM

LIFE INSURANCE IN ACTION

Life Payments Localized Issue Shortly To Be Published

Over \$3,000,000,000 in Cash Poured into Coffers of American Public Last Year by Life Companies to Stop Depression—Cooperation of Life Men Desired.

This is the letter which is being sent

To a Representative of the Estate of _____

The payment of over three billion dollars last year by life insurance companies in claims, dividends, surrenders and loans is a fact of such great importance that we wish to devote an entire large issue of *The National Underwriter* to the list of claims paid and to some statements by beneficiaries and others of how life insurance actually works in practice; "life insurance in action," as it were. We wish to ask if you will not kindly assist us.

We do not wish the ordinary letter of "appreciation," but a statement in as much detail as you are willing to give of how a considerable amount of cash coming into the estate at just the time it was most needed met the special needs of the beneficiaries or estate.

Won't you write us a letter, or better a short article on what was done with the life insurance money in the case of the above assured? You will get some ideas from the enclosed sheet of suggestions but we hope you will not confine yourself to these points—they are merely to give you some idea of what we are seeking in trying to show "what happens" to life insurance money in specific instances.

In the lists of claims furnished us from various sources we have the assured named above down for a total of \$ _____ life insurance at the time of death. If this does not show the complete amount, will you not also cooperate with us by giving the correct amount? If you request it, we will not publish the name, but as there will be many thousands of names printed in fine type, we trust you will not object. You have been a beneficiary of the Life insurance system and we hope you will do this much toward inducing others to insure. We enclose postage paid return envelope for your reply.

These Suggestions Accompany the Above Letter

Some Suggestions in Bringing Out the Facts

Business or occupation of assured, indicating prominence in community, positions of honor and responsibility held, etc.

Did the life insurance money pay all debts and funeral expenses of the deceased?

Could these debts have been conveniently paid out of other property if there had been no life insurance?

Did the life insurance money pay off a mortgage, in whole or in part?

Could this mortgage have been paid otherwise?

Did the life insurance enable the family to continue to live in the old home?

Is the life insurance money helping in the children's education?

Would any have had to leave school if there had been no life insurance?

Does the life insurance provide money so that the wife and mother can continue at home with the children?

If there had been no life insurance, would she have had to go to work or to relatives?

What percentage of the entire estate left by the deceased was represented by life insurance?

In what way were the business interests of the deceased benefited by the life insurance?

What is your opinion of life insurance, now that you have had definite, first hand experience with its benefits?

NEVER before has the big annual *Life Payments Localized* number of *THE NATIONAL UNDERWRITER*, shortly to be published, so well fitted into the needs of the life insurance salesman as this year. The cash payment of over three billion dollars last year, in a period of one of the greatest economic depressions of history, absolutely demonstrated the value of the life insurance system to the American public. When all other businesses fell short, life insurance has functioned one hundred per cent. To bring this fact home to your prospects and keep up life insurance production you need this great number, showing "Life Insurance In Action," depression proof, and at its best.

This year a radical improvement is introduced. The letter illustrated is being sent to the executor, administrator or representative of the estate of the assured. We bespeak the cooperation of our subscribers everywhere in securing a generous response to this letter from those who have benefited from the life insurance system. The *Life Payments Localized* number will contain "surveys" or statements of just how life insurance has worked in individual cases, in each community. We invite life insurance men everywhere to furnish us with these statements on their own account and thus open up a rich new field of life insurance selling material.

SUBSCRIBERS

will receive a free copy of the *Life Payments Localized* number with their subscription but each life insurance office will wish an extra copy for every agent connected with it, so that he may make it a part of his "sales kit." Send in your order now.

Quantity Prices for Extra Copies

1-49 copies	75c each	300-399 copies	42c each
50-99 copies	50c each	400-499 copies	41c each
100-199 copies	45c each	500 copies	40c each
200-299 copies	43c each		

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THE NATIONAL UNDERWRITER COMPANY

A-1946 Insurance Exchange, Chicago, Illinois



Retirement Incomes With or Without Life Insurance

Many people still have a surplus to invest and want to put it where it will be safe and productive.

Retirement income plans enforce systematic accumulation during the earning period and guarantee a monthly life income thereafter.

Life insurance covering the earning period is often a valuable part of the plan.

Connecticut General Retirement Plans with or without life insurance have the flexibility necessary for adaptation to changing conditions.

**Connecticut General
Life Insurance Company**
Hartford, Conn.

Like a Spring Tonic...

Economic spring fever demands a financial tonic. Field workers have such a tonic in the "Income for Life" policy originated by the Fidelity. Men with impaired estates are turning to "Income for Life" to make their future secure.

Fidelity agents profit

This is a tonic for Fidelity agents, too. Other tools in their complete sales kit include Low Rate Life, Family Income, Disability benefits—both income and waiver of premium—and Accidental Death Benefits. They are backed by contracts based on more than half a century of fair dealing.

Send for booklet
"The Company Back of the
Contract"

**The FIDELITY MUTUAL LIFE
INSURANCE COMPANY**
PHILADELPHIA
WALTER LEMAR TALBOT, President

Plans Are Suggested for Companies in Bad Plight

(CONTINUED FROM PAGE 5)

in the business and the business has grown so large that it is too much to expect that the Metropolitan or any other large company shall take upon itself the paternal attitude of protecting the good name of life insurance by preventing failure of any company. Other means should be studied by company officials, company organizations and insurance departments.

It has been suggested that the Insurance Commissioners Convention might petition Congress to pass a law providing for a moratorium on cash values and policy loans but this is deemed to be impracticable and besides a sufficient number of companies would not be in need of such drastic aid. Rather, it is likely that more individual treatment would be the line best followed.

Plan for Inter-Southern Life

In the case of the Inter-Southern Life the method was worked out of a new company to continue the agency plant and to handle the old business under a contract by which a lien was placed on the old policies, thus giving the assets, consisting largely of about one-third of the stock of the Missouri State Life, to work out. While the market value of the Missouri State shares at the present time is very low, it is to be hoped that their actual and market value will be largely increased as the company, under stable and competent management, regains its old position.

Another way out would be not to organize a new company but to let some existing company take over the agency plant and make a contract covering the old business under a plan of graded liens, depending on the ultimate disposition of the investments to the best advantage. Thus there are at least three plans which might be given consideration by insurance departments and company officials: (1) The continuation of the company, but without writing new business, under the supervision of the home state insurance department; (2) the organization of a new company; and (3) a contract of administration with some existing strong company, similar to the plan followed as outlined in the case of the Pittsburgh Life & Trust.

Certainly some plan other than an out and out receivership with its attendant unpleasant publicity, heavy expense, and destruction of tangible and intangible values, is the best way out for the policyholders' interest.

Farm Loans 85% Current—Rogers

(CONTINUED FROM PAGE 5)

haust every opportunity to keep the farmer and the land together. When a farmer abandons his farm, there is no other recourse except foreclosure, he said. If the farmer loses his stock and tools by a chattel mortgage foreclosure, and is without feed and seed to carry on, the mortgagee cannot save him. But the farmer, according to Mr. Rogers, who is temporarily embarrassed for cash with which to pay his interest and taxes, but retains his moral and ability to farm his land, is granted such leniency as the situation warrants and there is no foreclosure.

All sorts of panaceas are brought forward to cure the farmer's troubles, he pointed out. The chief of these is the reduction of the interest rate, followed by an outright forgiveness of at least a part of the debt, and the next in order is a moratorium on all farm loans. Insurance company investments, he pointed out, represent money given to the company by policyholders to conserve, to invest with due regard to safety and ultimate payment.

Credit, Mr. Rogers asserted, is cold,

discriminating and fearful. It seeks safety, certainty of ultimate return and fair earning power. Agriculture has always enjoyed a good credit rating and in spite of its troubles agriculture has managed to maintain it. Some of the farmer's friends now suggest, he said, that he abandon his self-respecting attitude of desire to pay his debts and become a beggar for a reduction of interest below the fair market price, for an outright forgiveness of part of his indebtedness or for a moratorium. If any of these steps were taken, Mr. Rogers said, capital would take flight. Some say, he pointed out, that capital has already abandoned agriculture. This is not true, he said. At present there is a relatively small amount of capital for investment in farm mortgages, but this is also true of all other investments. There is a scarcity of capital. Farm loan renewals are being made, he said, with the usual liberality.

Fifty percent of the farms in this country are not mortgaged at all, he said. Many that are mortgaged appear to be carrying an unusually heavy indebtedness when compared with the earning power of the farm. This situation will continue to result in casualties, he said, affecting largely those with excessive debts, the inefficient and the misfits, and a few of the efficient.

Broad Question Stated

"The broad question," he said, "is whether it is worth while to jeopardize the land credit structure of agriculture intended for the many solvent, efficient and self-respecting farmers to apply an experiment for the relatively few which would have for its result nothing less than the destruction of the land credit structure."

It is better to leave to the humanity of the lender to give charity where charity is due than to attempt the broad generalization of charity to the worthy and unworthy alike, he said.

Relatively few farmers with weak constitutions have died, he said; some few more will die and others are more or less seriously ill, but for the most part the family is in health if not in wealth. Farmers, he pointed out, have homes and jobs. They can produce practically all of their living. Other industrial families, he said, are less fortunate.

Recommends Tariff

Mr. Rogers concluded with a recommendation for applying a tariff to agricultural commodities, of which there is an exportable surplus, and restricting the production of those crops to a domestic basis.

Company Quitting Sales in Canada

(CONTINUED FROM PAGE 5)

premiums and other transactions involved in the care and supervision of our insurance in force in Canada, and all business which our policyholders may have to transact with the company will be cared for as heretofore.

"We urge you not in any circumstance to lapse or surrender your Mutual Life policies. You can gain nothing by doing so. No effort will be spared to conserve the policies now in force, and our special agents and their staffs will gladly continue their service of counseling and advising policyholders."

NEW YORK LIFE REMAINS

Vice-president L. S. Lindsay of the New York Life has notified its Canadian field force that the company is not contemplating withdrawing from Canada and that the leading Canadian office, the Montreal branch which includes Quebec and a large part of eastern Canada, is ahead of its allotment, while the Toronto branch is very close to its quota. The Mutual Life of New York has announced that it would cease writing new business in Canada after July 31.

Permanent Suicide Clause Advocated

(CONTINUED FROM PAGE 3)

many suicide deaths, because of difficulty of proof, which is even greater than that of the fire companies in proving arson. But the life insurance companies could put up a defense; they could make it difficult to collect, and perhaps in that way might deter potential suicides.

Public Attitude

The public, generally, does not regard life insurance suicide as reprehensible. Indeed, many persons feel that there is something heroic in an insured immolating himself for the little woman and the kiddies. The public does not appreciate that insurance is a cooperative enterprise and that in the last analysis it is not the insurance companies but the insureds that are paying the suicide death claims. When a man insured for a million or two takes his life for the benefit of his creditors or to provide a certain and easy living for his family, he is collecting from thousands of other insureds and from prospective insureds.

A permanent suicide clause would put the proper brand on suicide. There is probably no doubt that life insurance suicides are catching. The power of suggestion is at work. It is not unfashionable. Men of high station have done it. Probably the committee of the Life Presidents Association decided that drastic steps must be taken; that a deluge has set in, about which it is impossible to be complacent.

A prominent general agent makes the suggestion that a suicide clause should be devised which will pay only the reserve in case of death by suicide. This, he feels, would do much to destroy the profitability of suicide, so to speak.

Conservatism Is Medicos' Attitude

(CONTINUED FROM PAGE 3)

that a suicide claim never should be permitted as it is always unfair. There was comment on the tendency of some newspapers to turn over such stories to "sob sisters," who depict suicides as heroes. It was pointed out suicide makes it more difficult for the next man to get large life insurance.

Advice to Wise Agents

One observation was that it is a short-sighted agent who urges haste in considering a risk. The intelligent underwriter in submitting a case is wise to suggest that his company take sufficient time to make sure the business is good. One unfortunate result of the companies' tight underwriting policy on large amounts is that some agents have been trying to evade this restriction by cutting a large application into small ones, submitting one piece independently without mentioning the remainder applied for, and then treating the second application as an "additional" and submitting to another company in case of rejection. Companies are not much concerned whether they receive a \$10,000 or \$50,000 application if the total line is within the applicant's quota based on what 20 percent of his earned income would buy on the ordinary life basis.

Formula Has Objections

The thought was expressed that perhaps the companies are wrong in letting a man fill his quota on personal insurance and then carry business insurance in addition in an amount five times his yearly salary, the formula most often applied. There have been abuses of this privilege. Some corporations have permitted an individual to take over this business insurance as personal. It sometimes means that the man is being let go by his company, and is thus receiving what might be

called a "sop" to save the sting of his dismissal.

In the case of a man with \$20,000 annual earned income, it has been found that the two lines of personal and business insurance cross each other at about age 52 or 53. Medical men figure a man of 53 with an income of this size is entitled to \$100,000 personal insurance, other things being equal; and on the business insurance side, using the formula of five to one, he also might be approved for another \$100,000. This would give him \$200,000, which in the case illustrated usually would be considered too much insurance, and certainly so if he were permitted by his company to take over the extra \$100,000.

The medical men were of general agreement that special examinations, particularly on larger cases, are more and more necessary, with emphasis on the older ages. They now in many cases are using the electrocardiogram, blood sugar test, special x-ray of chest or other regions, special bismuth or barium meals to detect any gastro-intestinal impairments.

An interesting paper on "Ophthalmoscopic Fundus Pathology," exhibited a forward-looking attitude on the part of the convention along the line of more delicate tests to determine impairments before they are discernible by ordinary

tests. This test has value in indicating vascular degeneration not apparent by other tests in blood vessels or heart, and constitutes an examination of the eye grounds.

Inter-Southern Receivers Defer Levying Assessment

(CONTINUED FROM PAGE 3)

Dawson will act as honorary chairman of the board of the new corporation.

SECURITY LIFE SITUATION

The statement is authoritatively made that the Security Life of Chicago, now in receivership, will be reinsured before long. Several proposals have been submitted, but the lists are not closed.

That the Inter-Southern will proceed against the Security Life to collect stockholders double liability on the 1,500,000 shares of Inter-Southern held by the Security Life, is doubtful. The Security Life was never a stockholder of record of the Inter-Southern. The shares were purchased by the Keystone Holding Company, which is now in receivership, and were subsequently sold to the Security Life, but those Inter-Southern shares were trusted last year,

and the trustees cannot be held liable, because persons in that fiduciary capacity cannot be held. Furthermore, the Inter-Southern owes the Security Life \$135,000 secured by collateral. The Security Life could sell that collateral at the present market value and take a deficiency judgment against the Inter-Southern.

Whether any stockholders will be assessed for their double liability appears to be doubtful. Many of the stockholders in the Inter-Southern are also policyholders and it would be adding insult to injury to go after persons in that position.

ACTION IN WASHINGTON

TACOMA, June 16.—The appointment of an ancillary receiver to protect \$10,000 in government bonds deposited by the Security Life with the Washington insurance department was asked in a petition filed in the federal district court by Emma H. Rheinberger of Chicago.

The bonds deposited are the basis of a \$1,000 civil action brought by Emil Henrickson of King county and if this suit is not restrained Henrickson will have preference over other claimants, the petition stated.

The plaintiff declared the Security has \$1,903,247 in force in Washington.

THE RATEBOOK

We have openings for men who in addition to being capable of developing and training underwriters, will continue to take pride in developing themselves and setting an example to others in the field with the ratebook and applications.

We shall be glad to tell men who wish to continue to advance, who are willing to work, about the openings with this Company in the following territory:

California	Ohio
Illinois	Oregon
Iowa	South Dakota
Michigan	Texas
Minnesota	Washington
Wisconsin	

RUPERT F. FRY, President

The
OLD LINE LIFE
Insurance Company of America
MILWAUKEE, WISCONSIN

Hand this to a friend who has never engaged in the work of life underwriting and suggest that he make inquiries about our Educational Course.

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

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Member Audit Bureau of Circulations

What's in a Name?

WHAT'S in a name? There may be much in a name. There are a number of excellent names for insurance companies. For the life of us we do not believe there is a logical reason why a new company should take on a name that confuses it with some company already in existence. Insurance departments should have, of course, the authority to pass on names when a company is incorporated. Even when they do, some are lax or indifferent and allow names to be used that afterwards cause endless confusion. While nothing can be done with companies already in the field, it does seem highly desirable that considerable more attention be given to name selections on part of companies entering the field.

Let us take two cases in Illinois. The CHICAGO NATIONAL LIFE, which is now in the hands of a receiver and has had a

devious career was often confused with the NATIONAL LIFE, U. S. A., of Chicago. Undoubtedly the older company, which is exceedingly well managed, was often embarrassed by the CHICAGO NATIONAL LIFE, which has been manhandled.

When the FIRE INSURANCE COMPANY OF CHICAGO was incorporated the CHICAGO FIRE & MARINE, which was then in existence, made a strong protest with the Illinois department against the new entrant taking the name that was exceedingly similar. Yet the department in both cases ratified the name selected by the newcomer.

There is need for greater rigidity in name requirements especially where new companies endeavor to trade on the name of some successful institution which is already in the field and whose title is an asset.

Watch Those State Deposits!

THIS is the day when insurance company exploiters are endeavoring to take every possible advantage of policyholders and claimants. As Commissioner LIVINGSTON of Michigan in his admirable paper read last December before the ASSOCIATION OF LIFE INSURANCE PRESIDENTS said, "Most companies do not require supervision. They supervise themselves." Unfortunately we have a few and these occupy most of the time of the insurance departments in that they demand eternal vigilance.

One of the goals of these exploiters is to get hold of the state deposits made by companies. Almost all states require a minimum capital deposit when a company organized under their laws is licensed. The state naturally wants securities that are valuable and that are readily marketable. In two or three instances lately manipulators have been

able to take down state deposits before the obligations of the retiring companies were met. The state departments were misled without doubt. Other weak concerns are endeavoring to replace thoroughly good securities with those of dubious value. State officials therefore need to take a determined stand where they find officials of this character are endeavoring to rip open the strong box.

A LITTLE while ago the WOMEN'S ADVERTISING CLUB of Chicago offered a prize for a definition of advertising. The winning definition was this: "Advertising is the art, science and business of creating a favorable public acceptance of, demand or desire for, any worthy product or service." It seems to us to be a pretty good general definition of salesmanship.—*Mutual Life Points.*

PERSONAL SIDE OF BUSINESS

Following the marriage at Beverly Hills, Cal., of John Newton Russell of Los Angeles and Mrs. Marjorie Davenport of Beverly Hills, Mr. and Mrs. Russell sailed for Honolulu on their honeymoon. Mr. Russell is agency adviser for the Pacific Mutual Life at its home office and a past president of the National Association of Life Underwriters.

Bert D. Van Meter, 57, organizer of the Hawkeye Life and secretary of that company several years, died at his home in Des Moines after an illness of two years. A graduate of Drake University, he had been a trustee of that institution several years.

W. A. Tarver, chairman of the Texas insurance commission, was honored by Southwestern University, Georgetown, Tex., at its commencement with the degree of doctor of laws.

Robnett Licklider, son of J. P. Licklider, director of publicity and sales research for the Missouri State Life, has graduated with high honors from the University City, Mo., high school. He ranked third in a class of 133.

President Gerard S. Nollen of the Bankers Life of Des Moines has been elected a trustee of his alma mater, Grinnell College at Grinnell, Ia. Mr. Nollen has taken an active interest in the affairs of Grinnell since his graduation. His brother, John Nollen, is president of the institution.

Arthur Crowder, Jr., junior member of A. C. Crowder & Son, Alabama and Mississippi managers of the Prudential, is in a Jacksonville, Fla., hospital with serious injuries following an automobile accident near there.

A four-year scholarship in Vassar College has been awarded to Janet Flanigan, daughter of Agency Manager and Mrs. J. E. Flanigan of the Greater New York agency of the Bankers Life of Iowa. Miss Flanigan, who led the February graduating class of 468 students at Erasmus Hall high school in Brooklyn, won the Vassar scholarship in competition with a large group of contestants representing the various high schools in Brooklyn.

This is an anniversary year in the Bruehl Agency of the Home Life at Cincinnati. On May 27 W. A. R. Bruehl, Jr., completed his 25th year with the company and on June 13 W. A. R. Bruehl, Sr., completed his 50th year. The Home Life agency in Cincinnati was started in 1861 by R. A. W. Bruehl, father and grandfather of the present incumbents. These three lives in the Bruehl family so far have given the Home Life 108 years of service and both company and agency are still going strong and better than ever.

Edward D. Duffield, president Prudential, was honored last week at the 166th commencement exercises of the Rutgers University, receiving the degree of doctor of laws.

Russell Byers, vice-president American Central Life and chairman of the financial section of the American Life Convention, has followed John D. Rockefeller, Jr., into the ranks of the wets—that is, he has taken a stand against the 18th amendment. This announcement followed almost immediately by the action of the Republican party in Indiana which practically adopted Mr. Byers' ideas word for word is significant of the trend of the times. Mr. Byers is a keen student and observer of almost anything, including farm mortgages. When a young man one of the fair maidens of Indiana once remarked that "lips that touch liquor shall never touch

mine" and this greatly impressed Mr. Byers at the time. However, he is now past the age where he feels this is a matter of any great consequence and as a result he has come out in his true colors as an anti-prohibitionist.

Cary G. Arnett, former president of the Inter-Southern Life, is planning to make his future home on his farm near Halcynon, Ga.

Miss Irma Augusta Koeppe, daughter of Assistant Actuary A. J. Koeppe of the Union Central, and C. W. Ferguson, assistant editor of the Union Central's agency bulletin, were married in the chapel of the Western College for Women at Oxford, O., the evening of the bride's graduation from that college. A number of the Union Central officials and their wives attended the ceremony.

C. F. Williams, president of the Western & Southern, has been given the honorary degree of L.L.D. by Xavier university of Cincinnati, in recognition of his civic and humanitarian service.

Gus F. Urbantke, general agent Aetna Life at Austin, Tex., delivered the commencement address at Blinn Memorial College, Brenham, Tex., on "The Value of An Education."

C. C. Day, general agent Pacific Mutual Life, Oklahoma City, was appointed head of the regional conference of Community Chests to meet at Oklahoma City June 24. Mr. Day is chairman of the unemployment committee of the organization.

Gerald F. McKenna, San Francisco unit manager of the Penn Mutual Life, has announced the arrival of Miss Shirley Frances McKenna, born June 9. Mr. McKenna is particularly proud, this being the first addition to the family.

Capt. W. E. White, who has been deputy insurance commissioner of West Virginia, and is well known to insurance people and state officials, has been shifted to the securities division of the state auditor's office and becomes deputy commissioner there. Captain White has spoken frequently before West Virginia insurance meetings and is highly regarded. W. F. Boggess, who has been deputy commissioner in the securities division, succeeds Captain White as deputy insurance commissioner. State Auditor E. C. Lawson is head of both divisions.

E. W. Owen, manager Detroit branch Sun Life, leaves for Switzerland via the "Empress of Australia" from Quebec July 1 for a two months' visit with his daughter, who is fighting a serious illness in Switzerland.

Walter T. Shepard, vice-president of the Lincoln National Life, recently passed his 23d anniversary with his company. Mr. Shepard went to Fort Wayne from Newark, May 30, 1909, to take over the agency management of a small company with but three agents under contract. Today he is vice-president and heads an agency force of more than 1,200 men, for a company with nearly a billion dollars of insurance in force.

Early in June the Fort Worth Life Underwriters' Association paid a surprise call on Pierce Flack, Fort Worth, superintendent American National of Texas.

The visit, which brought forth eulogizing talks on the splendid character of Mr. Flack, was in commemoration of his 20th anniversary with the American National.

FORTY YEARS of Unfailing Service

The Missouri State Life is rounding out its 40th year of unceasing and unfailing service to policyholders and field men. During all of these forty years the Company has met every policy contract obligation promptly and fully, and as a guarantee of safety to those who have entrusted or may entrust their future life insurance estates with it, the Company has

*Admitted Assets totalling
more than
\$155,000,000.00*



MISSOURI STATE LIFE INSURANCE COMPANY

Home Office, St. Louis

As Everlasting as the Hills

What will he think of his Dad

20 years from now?

THE UNION CENTRAL LIFE INSURANCE COMPANY

ORGANIZED IN 1887... MORE THAN \$200,000,000 IN ASSETS

This striking advertisement appeared in the June 4 issue of The Saturday Evening Post.

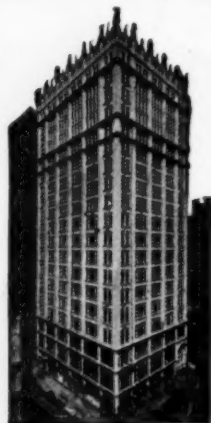
THROUGH aggressive national advertising in leading magazines and over the Columbia network, The Union Central delivers a powerful message to millions of readers and listeners each month!

This dramatic campaign reaches one out of every three families that need and *are best able to buy life insurance!*

An entirely new method of presentation—as unique as the advertising itself—enables Union Central representatives to cash in to the fullest extent on this national publicity.

**THE UNION CENTRAL
LIFE INSURANCE COMPANY**
OF CINCINNATI

Over One and One-Half Billions in Force



HOME OFFICE
NORTH AMERICAN
BLDG.
CHICAGO

Prospective Agents interested in our contract should write direct to the Agency Dept. at the above address.

Twenty-five years of continuous service and unquestioned strength for agents and policyholders

FOUND—a cure for depression by the North American field force. It is **WORK—WORK—WORK.**

THE RESULT—a 20% increase in business so far in 1932 over 1931.

Do you want to **WORK** for a company that will **WORK** with you?

NORTH AMERICAN LIFE INSURANCE COMPANY

OF CHICAGO.

E. S. Ashbrook
President

John H. McNamara
Founder

Paul McNamara
Vice-President

STATE MUTUAL LIFE ASSURANCE COMPANY

OF

WORCESTER, MASSACHUSETTS

For the State Mutual Field Man!

**A NEW SALES PAC
AND
WORK ORGANIZER
for use in the Sales Interview**

**A New and Unique
Policy Analysis Form
for the complete presentation
of Life Insurance Needs**

FINANCIAL STABILITY—COMPLETE PROTECTION

SINCE 1844

LIFE AGENCY CHANGES

Lincoln Liberty Agencies

O. L. Holland Is Putting on Much Steam and Is Adding to the Man Power

O. L. Holland, agency director of the Lincoln Liberty Life of Lincoln, Neb., who was formerly head of the American National of St. Louis, is adding to the agency force of the Nebraska company. H. O. Gaul, Chillicothe, Mo.; W. G. Palmer, Oklahoma City, Ed. Mayer of Elk City, Okla., have followed him to the Lincoln Liberty. Each one has a personal record of more than \$500,000 a year. The agents submitted a million dollars in applications in May in honor of the company's 13th anniversary. Since joining the Lincoln Liberty 17 agents have joined the organization because of their acquaintance with Mr. Holland. Some of the new additions are as follows:

H. Joseph Blauw, Kansas City, Mo.; H. E. Ellington, Cameron, Mo.; M. G. Gardner, Russellville, Mo.; George Krause, Owensville, Mo., and L. F. Holland, Topeka.

National Reserve Appointments

E. M. Moore has been placed in charge of all agencies of the National Reserve Life of Topeka in Missouri. E. J. Newbegin has been made assistant agency manager for Kansas City; Eugene McMahon, assistant for St. Louis; R. O. McCulloch, assistant for Lebanon; Horace Woods has been placed in charge of rural agencies in eastern Missouri, and F. C. Peake in charge of rural agencies in western Missouri.

Agencies have been established by the new organization in more than ten cities in western Missouri and in approximately fourteen in eastern Missouri. The company is carrying on an aggressive expansion program.

Ben F. Paugh

Vice-President McLain of the Guardian Life announces the appointment of Ben F. Paugh as division manager for western Ohio. This appointment marks the second step in the program of more intensive development of the important Ohio territory. N. R. Smith, Jr., formerly manager at Akron, was promoted to division manager for eastern Ohio on May 1, retaining his headquarters in Akron and continuing in charge of the Guardian's agency in that city.

Manager Paugh, in addition to his supervisory duties, will also be manager of the newly created agency in Columbus. His headquarters are in First Citizens Trust building there.

Western & Southern Changes

Harry Antrobus has been appointed manager of the Western & Southern Life at Hamilton, O. He became an

agent in February, 1927, at Middletown, O., and later superintendent there. H. Behymerr, manager at Hamilton, has been transferred to Columbus North, taking the place of Manager B. P. Duffly, who is taking charge of Indianapolis. Manager F. E. Brawley of Indianapolis has been granted a leave of absence on account of ill health.

E. H. Perkins, Spiller Hicks

E. H. Perkins, general agent at Richmond, Va., for the last seven years for the Provident Mutual Life, has been transferred to Albany, N. Y., as general agent. He will be succeeded at Richmond by Spiller Hicks, now general agent at Bluefield, W. Va., and the Bluefield agency will be merged with the Richmond office.

Glenn S. Hodapp

The Great American Life of Hutchinson, Kan., which has been licensed in Illinois, has appointed Glenn S. Hodapp of St. Louis general agent for the state. He has a number of men associated with him.

N. H. Andrews

Noah H. Andrews has been appointed assistant manager of the K. M. Sacks agency of the Equitable Life of New York in Chicago as of July 1. He has been an agent under Mr. Sacks for some time with production ranging between \$500,000 and \$750,000 annually.

David T. Johns

The Pacific Mutual Life has appointed David T. Johns manager of its new metropolitan agency in Los Angeles. Mr. Johns has been a leading producer with the home office agency of the company since 1919.

G. A. Bredehoft

G. A. Bredehoft has been made manager of the Connecticut General at Toledo. He has been superintendent of field service at the home office. He is a graduate of Ohio State and started as an agent in the Columbus, O., agency. Later he was general agent at Toledo.

Life Agency Notes

John W. Lawrence, formerly with the Sun Life, has been made manager of the Berkshire Life at Kansas City, Mo.

C. A. Bryant, who has been operating a local agency in Seattle for some years, has been appointed general agent for Service Life of Lincoln, Neb.

Lawrence E. Pennewell has been named educational director of the Mutual Life of New York in its Minneapolis office. He was formerly with the Madison, Wis., agency.

New managers have been appointed by the **Western & Southern Life** as follows: W. Mohn, Gary, Ind.; W. F. Ewing, Marion, Ind.; A. T. DeVaul, Canton; John W. Steele, Fairmont, and W. Billeg, St. Louis West.

GENERAL AGENCY NEWS

Voorhies Agency Has Meeting

Federal Life Home Office Executives Address Gathering of Chicago Representatives

The Federal Life of Chicago held an agency meeting in the offices of H. C. Voorhies, who conducts a large Chicago agency in the home office building at 168 North Michigan avenue. The principal speakers were Isaac Miller Hamilton, president; L. D. Cavanaugh, executive vice-president and actuary, and

George Barmore, vice-president and superintendent of agents. There were more than 30 agents in attendance.

In May the Federal Life held a contest for increased production and those who qualified will be in attendance at a party that will be given in their honor on June 18.

National Life Davenport Meeting

Thirty agents of the National Life of Vermont, representing the Bloomington, Ill., and Cedar Rapids, Ia., agencies, attended a meeting in Davenport. The Bloomington agents were honored at a

dinner, having won recently a sales contest.

E. P. Field, vice-president in charge of sales, and Karl Gumm, assistant superintendent of agencies, were the principal speakers.

Celebrate 75th Anniversary

The 75th anniversary of the establishment of the Columbus, O., agency of the Mutual Benefit Life of Newark will be celebrated June 17. One hundred and fifty persons will attend, and among the speakers will be Governor White, Superintendent Warner, E. E. Rhodes,

vice-president of the company, and Dr. William H. Ward, medical director.

Chicago Was the Leader

With new business aggregating \$1,700,000 for the first five months of the year, the Chicago agency of the Bankers Life of Iowa was in first place among its 61 agencies. Second high agency was that at Detroit with a production of \$1,294,250. The Elbert Storer agency at Indianapolis held third with \$1,266,417, while the Greater New York agency was fourth with \$1,106,500.

NEWS OF THE COMPANIES

Has Taken Over San Jacinto

Great Southern Life of Houston Has Reinsured Outstanding Business of Beaumont Company

BEAUMONT, TEX., June 16.—The deal whereby the San Jacinto Life of this city merges with the Great Southern Life of Houston was confirmed by stockholders of the former company this week. This concludes the whole matter. There was no purchase price involved as there was no money paid or promised. The contract provides for a prorating of profits arising from the business after deducting the expense of handling. The San Jacinto Life transferred to the Great Southern acceptable assets equal to its policy reserves. There is no real estate involved in the deal and none transferred. The San Jacinto Life stockholders retain its capital and the residue after an amount has been transferred to the Great Southern Life to protect the reserve will be liquidated. President E. P. Greenwood of the Great Southern was in Beaumont conferring with the officers and directors of the San Jacinto and arranging for the final details.

APPROVED BY COMMISSIONER

AUSTIN, TEX., June 16.—The contract providing for the merging of the San Jacinto Life with the Great Southern Life will be approved by W. A. Tarver, Texas life insurance commissioner. The contract has been informally presented to Mr. Tarver and he finds no objection.

New Company Selling Stock

The Daniel Boone Pioneer Life, recently incorporated at Columbus, O., is offering stock for sale and announces that the stock is to be sold in several states to distribute the ownership over a wide area. Offices have been opened at 22 West Gay street, Columbus. The following officers have been elected: President, S. W. Jamieson, the founder and former president of the United Life & Accident of New Hampshire; vice-president, A. F. Miller; secretary-actuary, C. J. West; treasurer, C. H. Benbow; general counsel, B. W. Gearhart; medical director, Dr. Bruce E. Lindsey; agency manager, H. W. Watson, formerly of the Missouri State Life. Among the directors are William Boone Douglass, Washington, D. C., president Boone Family Association and the American Order of Pioneers, and G. W. Meek, for eight years administrative assistant of government life insurance.

Durham Life's Anniversary

The Durham Life of Raleigh, N. C., organized in 1907, is celebrating its silver anniversary this year. The company has assets \$2,588,493, capital \$200,000, net surplus above capital and all liabilities \$228,495. Its insurance in force is \$31,806,253. It writes both ordinary and industrial business. It has had a very steady development. The present Durham Life succeeded the old Durham Mutual Life. It writes acci-

Home Guardian Is Foreclosing

Equity Life of Omaha Fails to Meet Interest on Note Held by Lincoln Company

Control of the Equity Life of Omaha is expected to pass within a day or two to the Home Guardian Life of Lincoln. Fifty-five percent of the stock of the Equity Life is owned by the Equity Holding Company, which had pledged the stock for a loan at the Omaha National Bank. The Home Guardian purchased the note now past due and notified the holding company that unless paid Wednesday of this week the collateral would be foreclosed upon.

A stockholder of the Equity Life recently asked for a receiver, claiming misconduct of the management, but no hearing has yet been held on the application. Representatives of the Nebraska department have been examining the Equity Life for the last three weeks.

Bids were made by other companies for the Equity Holding Company. One was for \$160,000 and this was accepted, but the Nebraska department refused to allow the sale.

The Equity Life was started in 1921 as a mutual old line legal reserve company. In 1923 it was changed to a stock company. Guy H. Furness is president. P. A. Havens and associates organized the Equity Holding Company in 1929 to trade in shares in the Equity Life.

As of Dec. 31, 1931, the Equity Life reported admitted assets, \$742,256; net reserve, \$563,678; capital, \$115,000, and net surplus, \$42,893.

dent and health also. It operates in North and South Carolina. S. B. Coley is president, C. B. Hall and H. J. Nimms, vice-presidents, D. L. Cozart, secretary. E. T. Burr, actuary, is president of the Industrial Insurers Conference.

The American Insurance Union, Inc., has been licensed in Connecticut.

COMPANY MEN

Backenstoce With Republic

State Manager for Missouri State Becomes Executive Vice-President of Oklahoma City Company

OKLAHOMA CITY, June 16.—Otis J. Backenstoce, for a number of years state manager for the Missouri State Life in Oklahoma, has resigned to join the Republic Life of Oklahoma City, of which he has been elected vice-president and director.

Mr. Backenstoce has been a resident of Oklahoma for 21 years, coming to Tulsa as general agent for the Missouri State in November, 1911, from Topeka, Kan., where he was with the Aetna Life. In May, 1922, the company opened a branch office in Tulsa, and Mr.

EFFICIENCY

Efficiency Is the Elimination
of Wasted Effort

Our policies increase your efficiency
by saving time and effort—they
meet the needs of desirable customers
and prospects.

If you are interested in a permanent
connection in Ohio or New York, it
will pay you to investigate.

JOHN M. HULL,
President

FRANK F. EHLEN,
Director of Agencies

BUFFALO MUTUAL LIFE INSURANCE COMPANY

Founded 1872

452 Delaware Avenue

Buffalo, N. Y.

LOOKING FORWARD!

A few months ago President M. A. Linton of the Provident Mutual delivered an address on the subject of "Looking Forward to the Turn in Business." So many requests have been received for copies of the address, and so many invitations to deliver it in various sections of the country, that it was printed in booklet form.

Already three printings have been exhausted, and the booklet is in constant demand from the Provident Mutual field force. A complimentary copy will be sent you on request. Address Advertising Section, Provident Mutual Life Insurance Company, Philadelphia, Pennsylvania, and please mention this paper.

Provident Mutual Life Insurance Company of Philadelphia

Founded 1865

MEETING COMPETITION « « «

COMPETITION is keener now. Due to economic conditions prospects are fewer and buyers of new life insurance are more discriminating. They are interested in RECORD OF MANAGEMENT and FINANCIAL STABILITY.

The Bankers Life of Nebraska has

BOTH PARTICIPATING and NON-PARTICIPATING insurance with competitive rates.

a record of 45 years of conservative management.

a financial structure of distinctive merit.

Some General Agency openings are available in Iowa, Illinois, Ohio, Pennsylvania, and Missouri. Write A. B. Olson, Manager of Agencies.

BANKERS LIFE INSURANCE COMPANY OF NEBRASKA

Home Office

Lincoln, Nebraska



The Lincoln National Life Insurance Company Fort Wayne, Indiana

The A & H Review A monthly magazine for health and accident salesmen. \$2 a year.

Backenstoce was made manager. In May, 1930, the Tulsa and Oklahoma City offices were consolidated here, with Mr. Backenstoce in charge.

The Republic Life began business in 1931, and in the first year placed \$5,135,000 on the books.

Yenter Is Special Counsel of the Yeomen Mutual Life

DES MOINES, June 16.—Ray Yenter, former Iowa commissioner, has been appointed special counsel of the Yeomen Mutual Life. He will have charge of departmental and legal matters connected with qualifying the new company

in various states and he will also direct transformation of its insurance under the new mutual policies.

In the past month the Yeomen Mutual has been licensed in seven additional states. The company is restricting its writings to preferred fields in the mid-west and along the Pacific Coast.

Mantz Goes to Oklahoma City

I. P. Mantz, actuary of the Union Mutual Life and Union Mutual Casualty of Des Moines, has resigned to be associated with the Oklahoma Southern Life of Oklahoma City. R. A. Anderson succeeds Mr. Mantz in his Des Moines position. He has been Mr. Mantz's assistant.

LIFE COMPANY CONVENTIONS

Massachusetts Mutual Parley

Agents Association at Swampscott—T. E. Williamson New President—B. J. Perry Explains Investment Situation

The annual convention of the agents' association of the Massachusetts Mutual Life is in session at Swampscott, Mass. President W. H. Sargeant gave the welcoming address and Lawrence E. Simon of New York, president of the agents' association, presided.

The first session was devoted to prospecting and planning the agent's work. Then there was a session for the benefit of beginners under the leadership of Millard R. Orr, Philadelphia.

A banquet in the evening attended by the 600 delegates concluded the first day's program. The speaker of the evening was Dr. Gus Dyer of Vanderbilt University. Toastmaster was Osgood E. Fifield, second vice-president in charge of loans.

One session consisted of actual sales demonstrations, followed by an address, "Safeguarded Savings," by Bertrand J. Perry, vice-president of the company. Mr. Perry stated that the company had no farm mortgages; that they looked askance on industrials and held very little in the way of United States bonds, state bonds or municipals. As they shower such a small yield, their child holdings, Mr. Perry said, are in mortgages on city property, railroad bonds and public utilities. The company is still guided by New England conservatism and the agency force may be proud of the company's healthy financial condition, he said.

The new officers elected were: President, Tenny E. Williamson, Peoria, Ill.; first vice-president, G. H. Schumacher, Cleveland; second vice-president, Ralph D. Lowenstein, St. Louis; secretary, Fritz A. Lichtenberg, Columbus, O.; honorary secretary, Putnam Stevens, Portland, Me.; executive committee, John W. Dalzell, chairman, Cincinnati; Leo J. Appleman, Los Angeles; Richard W. Partridge, Boston; Harold Regenstein, New York City; W. Herndon Lackey, Oklahoma City.

Mr. Stevens has represented the company at Portland for 45 years and is in his eightieth year. He was one of the charter members of the original agents' association and has served as secretary for 37 years. In speaking of his long service Mr. Stevens said he was serving under the fourth president of the company and that the only other surviving member of the first association is Isaac B. Snow, formerly western superintendent of agencies and the father of the present chief medical director, Dr. Morton Snow.

The keynote speech of the convention will be delivered by John W. Yates of Detroit and is entitled "Fighting Through in Thirty-Two."

Ohio Agents Gather

The Midland Mutual Life held a training school at Columbus, O., last week,

which was attended by 47 Ohio agents, practically all newcomers in the insurance business. Among the speakers were J. A. Hawkins, manager of agencies; J. G. Monroe, superintendent of agencies; Dr. A. R. Stone, medical director; J. Charles Rietz, actuary; and R. C. Witherspoon, assistant secretary. G. W. Steinman, vice-president and secretary, presided at the dinner. Cyrus Samuels, Lima, and Mrs. Sidney M. Miller, Youngstown, were awarded prizes for the best sales talks.

Western & Southern Meeting

The mid-year convention of managers from all district offices of the Western & Southern Life was held in Cincinnati Saturday. C. F. Williams, president, reported the company's business for the first half of the year and outlined plans for a prosperity campaign for new business. The convention was closed with divisional meetings under Superintendents of Agencies Samuel H. Smith, H. Thomas Head, J. D. Cassidy and C. J. Holloway.

Increase in Agents Qualifying

The 1932 convention of leading salesmen of the Connecticut Mutual Life held at White Sulphur Springs last week was attended by 74 percent more qualified representatives than last year.

Those from the home office attending were President Loomis; Vice-presidents Fraser, Holderness and Rice; Secretaries Steiner, Chandler and Martin; Drs. Piper and Alton; Miss Lelia Thompson, attorney; T. K. Dodd, supervisor of applications; Superintendent of Agencies Coffin; Assistant Superintendent of Agencies Lyter; Agency Assistants F. B. Smith, C. Andersen, Raymond Simpson and D. H. Morrill, and K. H. Mathus, editor of publications.

ACCIDENT—HEALTH

McNeill Heads Conference

Health & Accident Underwriters Elect Boston Man President at Annual Meeting in Chicago

Chester W. McNeill, president of the Massachusetts Accident, was elected president of the Health & Accident Underwriters Conference at the closing session of its annual meeting at Chicago last week. C. W. Ray, Hoosier Casualty, was elected chairman of the executive committee; S. C. Carroll, Mutual Benefit Health & Accident, first vice-president; O. B. Hartley, Great Western, second vice-president; F. P. Proper, Employers Reinsurance, secretary. New members of the executive committee are Mr. Ray, P. H. Rogers, Massachusetts Bonding (reelected), and D. C. MacEwen, Pacific Mutual Life, retiring president.

Following the presentation by W. T.

Grant, Business Men's Assurance, of the results obtained by the quarterly premium companies in their efforts toward uniformity in coverage, the conference adopted a resolution, offered by C. O. Pauley, Great Northern Life, endorsing the new uniformity program of the Bureau of Personal Accident & Health Underwriters and recommending its use by the members of the conference writing commercial business.

Especially interest was taken in the round-table discussion on the question of what accident and health companies have to offer as a substitute for the disability clause in life policies. This discussion reviewed the reasons for the unfavorable experience of the life companies, the points of advantage of each of the forms and some of the dangers which the accident companies may face in that connection. Speakers at this session were O. B. Hartley, Great Western; J. W. Hoffman, American Bankers; L. D. Cavanaugh, Federal

Life; J. M. Powell, Loyal Protective, and S. C. Carroll, Mutual Benefit Health & Accident.

Mueller Heads A. & H. Managers

E. H. Mueller, Madison, Wis., state agent of the Provident Life & Accident, was elected president of the National Association of Accident & Health Managers at its annual meeting in Chicago. C. G. Schillerstrom, Washington National, Pittsburgh, is first vice-president, and W. D. Mead, Pacific Mutual Life, Seattle, second vice-president. The secretary, treasurer and regional vice-presidents will be appointed by the president. Pittsburgh, through Mr. Schillerstrom, extended an invitation for the 1933 convention and seems to be favored for that meeting. The program included much valuable material on local club activities as well as addresses on the more general phases of accident and health insurance.

PACIFIC COAST AND MOUNTAIN

Minnesota Mutual's Changes

New General Agency Appointments Announced for Oakland, Cal., and Northern Washington

J. B. Clark, who has been conducting a general insurance business at Oakland, Cal., has been appointed general agent of the Minnesota Mutual.

C. N. Thoresen, who was formerly general agent of the Minnesota Mutual at Longview, Wash., who for the past year has been home office representative for another company, has returned to the Minnesota Mutual as general agent for territory north of Seattle.

Montana Life Appointments

M. C. Adams has been appointed general agent of the Montana Life at Wilmington, Cal. W. R. Church has been conducting the home office general agency at Helena. A. B. Bradham has joined him and the name is changed to the Church-Bradham Agency. Mr. Bradham became associated with the state agency of the National Life of Vermont at Helena. Then when Manager F. E.

Heller died, Mr. Bradham succeeded him. The National Life has withdrawn from the Montana field.

Northern Life California Changes

F. E. Stout, former district supervisor for the Northern Life of Seattle in San Francisco, has been appointed general agent at San Jose, Cal. G. E. Archambeault, district manager at Oakland, becomes district manager for San Francisco and Oakland, with offices in San Francisco.

National Underwriter's Coast Office Is Moved

The Pacific Coast office of THE NATIONAL UNDERWRITER was moved this week to 406 Flatiron building, 544 Market street, San Francisco. The new telephone number is Exbrock 3054. THE NATIONAL UNDERWRITER'S business affairs on the Pacific Coast are in charge of Frank W. Bland, and Cyrus K. Drew is news editor.

IN THE SOUTH AND SOUTHWEST

Louisiana Taxes Increased

Legislature Passes Bill Providing for Higher Levy on All Classes of Companies

The Louisiana legislature has now passed House Bill 252 to increase the license taxes on insurance companies to approximately 1.7 percent on life premiums and 1.75 percent on casualty and 2 percent on fire. It is estimated that the new tax will yield between \$850,000 and \$950,000 compared with about \$500,000 under the existing law. The existing provisions relating to levying license taxes by municipalities will remain unchanged.

Has School for New Agents

A four-day school for new agents of the Lamar Life at Jackson, Miss., closed with a banquet with Dr. J. O. Segura, vice-president and agency director, as toastmaster. This school is the first of a series in a program of agency expansion and was conducted by Harry O'Steen and T. B. Harrison, agency superintendents. In addition to Lamar Life executives, Ted M. Simmons, superintendent of United States agencies, Pan-American Life, and E. H. Hix,

general agent Mutual Benefit Life, lectured before the class.

Tax Measure Affects Companies

OKLAHOMA CITY, June 16.—Life companies are greatly affected by Governor Murray's income tax measure to be submitted for referendum at the primary election June 26 or at the general election in the fall. The measure requires the companies operating in Oklahoma to pay an income tax of 10 percent in addition to premium taxes and license fees. Premium taxes may be deducted in computing the income as well as operating expenses.

The new tax bill will also affect the investments of companies in Oklahoma as the accrued tax and all penalties and interest thereon constitute a preferred lien against delinquent property owners and mortgages held by insurance companies will have secondary rights.

Kentucky Premium Tax Ruling

Fraternal insurance written in Kentucky is not subject to the state tax on premiums. Assistant Attorney General Attkisson ruled that the Supreme Lodge of Knights of Pythias was exempt from the state tax, but that the United Mutual Life, which took over its business, was subject to the tax.

Preferred Policies at Preferred Rates for Preferred Risks

have been featured by this company since its organization in 1907.

Agency openings are available in Illinois, Indiana, Michigan and Missouri.

BANKERS MUTUAL LIFE COMPANY FREEPORT, ILLINOIS

Over \$1,800,000.00 paid in claims since organization

Insurance in force over \$34,000,000.00

Strong



Writing all standard forms of participating and non-participating insurance contracts. Liberal and profitable contracts offered dependable men who desire success.

S. M. Cross, President

COLUMBIA LIFE INSURANCE COMPANY
Cincinnati, Ohio

Desirable territory open in Ohio, Indiana and Kentucky.



THE FRIENDLY COMPANY

AN INVESTMENT

Life insurance is a safe investment backed by absolute security.

To continue the great success of the institution of life insurance we must keep intact the great faith the public now has in life insurance. All companies are basically sound, all operate on the same basic principles.

The Peoples Life Underwriters belong to that group who are boosters of the Institution of Life Insurance. This company appreciates that and does everything to make their work pleasant and profitable.

Are you a booster? Then you will find it pays to be friendly with

PEOPLES LIFE INSURANCE CO.

"The Friendly Company"

FRANKFORT

INDIANA

AN UNUSUAL CONTRACT will be offered to AN UNUSUAL MAN

WHO { is a producer
is, of course, honest
has three years of experience
needs no financing
is seeking opportunity

—will WORK
—can organize
—needs no drawing account or salary
—needs no office expense

BUT WHO will accept Home Office help in the appointment of new Agents under him for whom he will not be responsible financially and yet on whom he will receive overwriting Commissions as high as \$4 per thousand and long time Renewals.

THE COMPANY—is rated "A" by Best. Its rates for Insurance are extremely low.

(Age 35 Ordinary Life Net Cost First year per thousand \$17.85)

It writes all latest forms—Participating only—including an improved Family Income form; also Juvenile.

Has over \$135,000,000 in force.

TERRITORY—The Company desires especially to develop Indiana, Illinois, North Carolina and Texas.

ASSISTANCE—Experienced field men to help the man selected to build a real agency in which the Renewals are NON-FORFEITABLE.

We want an UNUSUAL Man

UNLESS you have no present connection, or you have a real reason for leaving your present connection and are not at fault yourself, we are not interested. Write fully about yourself. We will not communicate with references until after interview. Write W-25, The National Underwriter.

NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem," Published Annually in May and March respectively. PRICE, \$5.00 and \$2.00 respectively.

Changes Made in Dividends

Equitable Life of New York Makes Readjustment on Certain Policies With Disability Benefits

The Equitable Life of New York announces some changes in its dividend schedule for certain contracts with disability benefits. It says: "On policies issued immediately prior to July, 1921, the adjustment amounts to 60 cents for each \$10 of monthly disability income provided for. This amount is reduced to 25 cents for each \$100 of annual disability income provided for under those early contracts under which amounts paid as disability income were deducted from the face of the policy in event of death. Under policies issued at the premium rates in force from July 1, 1921, to Feb. 1, 1930, the adjustment on the various policy plans is the same as on the ordinary life plan and amounts to 60 percent of the difference on that plan between the annual premium disability rate charged for the age at entry and the corresponding premium according to the scale for men which went into effect Feb. 1, 1930. Appropriate modifications are made for certain special plans. Under the 1932 scale the dividends on policies issued in 1930 with disability features on the basis of premium rates effective on or subsequent to Feb. 1, 1930, and on policies, whenever issued, with the waiver of premium benefit only will be the same as on policies not carrying any disability feature."

Mid-Continent Life

After July 1 the Mid-Continent Life of Oklahoma City will not accept or credit applications which include the disability income benefit. In no way

will this new plan be retroactive, and it will not affect nor change terms or conditions of outstanding policies. It refers only to applications received at the home office on and after July 1.

Bankers Union Life

A new monthly income policy has been announced by the Bankers Union Life to afford low-cost protection for the business in depression periods.

It provides for monthly income to age 65 of the insured, and is sold in units of \$10 monthly income. A flat rate of \$20 per annum is charged for a monthly benefit of \$10 covering ages of the insured from 20 to 55, and it provides for the payment of a cash benefit of \$60 per unit at the time of the assured's death in addition to the monthly income. There are no cash or paid-up insurance values in the new policy but it pays dividends. It is convertible any time before the age of 60 to any standard form.

Dividend Reductions Made

In listing companies that had not reduced their dividends last week, a mistake was made in not including the New York Life, Penn Mutual and Prudential among those that have announced reductions.

United Mutual Life

Attention is called to the fact that the United Mutual of Indianapolis should be listed among the participating companies which has made no reduction in dividends for two years. The United Mutual has been paying the same dividends since 1924. The second dividend for 1932 will be paid in August.

Great West Life

The Great West Life will soon issue a new retirement annuity policy to be issued on both the non-participating and participating plan.

NEWS OF LIFE ASSOCIATIONS

Chicago Association Over Top

Paid Membership Is Now 880, Record Total for Entire History of Organization

The Chicago Association of Life Underwriters has reached the highest point in paid membership in its entire history of many years. Walt Tower, managing director, reports there were 880 fully paid members June 1, as compared with 773 the same date last year. At one time during a membership drive a year or so ago there were over 900 names carried on the membership roll, but there were not so many paid members as this year.

The high mark was reached not alone through Mr. Tower's energy, but because of active planning and solicitation by President A. E. Patterson, general agent of the Penn Mutual, and P. B. Hobbs, agency manager of the Equitable of New York and chairman of the membership committee.

It is interesting to note that the majority of the larger associations have shown a loss in membership in the last year, but the Chicago and San Francisco associations have gained. The latter association's increase to some extent is natural, due to stimulation given by the forthcoming annual meeting of the National Association of Life Underwriters there, but the Chicago association's growth is due to plain hard work by many members.

Chester O. Fischer, general agent

Massachusetts Mutual, St. Louis, will be the speaker at the annual meeting June 23, on "Writing Life Insurance in 1932." Mr. Fischer is a large personal producer, having written as many as 144 cases in a year. Results of the election will be announced. John R. Hastie, associate manager Mutual of New York, heads the slate.

Condemns Company Practices

Irvin Bendiner, Before the Philadelphia Agents, Criticizes Disability and Dividend Action

Irvin Bendiner, who is connected with the New York Life and an instructor in insurance salesmanship at the University of Pennsylvania, voiced criticism of the companies on several heads in his address before the June meeting of the Philadelphia Association of Life Underwriters. New officers, headed by George E. Ott, Equitable Life of New York, were inducted. Holgar J. Johnson, general agent for the Penn Mutual at Pittsburgh, was another speaker.

Mr. Bendiner condemned the withdrawal by some companies and the limitation by others of the disability clause. He criticized dividend reductions. He charged that these steps were necessitated by unrestrained competition for volume during the years of plenty.

"It might properly be questioned," he said, "whether the accumulation of contingency reserve and surplus funds were not designed to meet periods of this

sort rather than to insist on a further reduction of dividends."

Mr. Bendiner expressed the belief that when recovery comes about companies will attempt to curtail acquisition costs on the theory that insurance has so demonstrated its value that solicitation will be much more effective.

The speaker criticized the special policies which have been issued in recent years. The companies and agents, he said, have been opportunists in having sold low cost insurance when the public clamored for that form and in becoming ultra conservative when the country was fearful of its financial institutions. Pure protection insurance, he declared, is destructive of high reserve insurance and has largely been responsible for the conservation problem.

Mr. Bendiner questioned whether the increased sale of annuities would be more than temporary. In normal times, he said, persons are not satisfied with 4 or 4½ percent interest.

* * *

Election in New York City

New Officers Headed by W. E. Barton as President Are Installed in Their Positions

The New York City Life Underwriters Association held its annual meeting in the auditorium of the C. B. Knight agency of the Union Central Life. Officers and executive committee members already nominated were formally elected. They are: President, W. E. Barton, Union Central; first vice-president, J. M. Fraser, Connecticut Mutual; second vice-president, G. B. Dorr, Equitable of New York; third vice-president, Ben Hyde, Penn Mutual; secretary-treasurer, J. P. Graham, Jr., Aetna. Executive committee: field men, Nelson Chambers, New York Life; G. L. Hill, Northwestern Mutual; Wheeler King, New England; W. M. McDaniels, National; Arthur Miler, Provident Mutual; F. J. Mulligan, Guardian of New York; H. Regenstein, Massachusetts Mutual; H. J. Reinmund, Phoenix Mutual; E. J. Sisley, Travelers; N. M. May, Northwestern Mutual; general agents, L. A. Cerf, Jr., Fidelity Mutual; C. E. De Long, Mutual Benefit; W. E. Diefendorf, Mutual of New York; W. J. Dunsmore, Equitable of N. Y.; R. G. Engelsman, Penn Mutual; Harry Gardiner, John Hancock; M. L. Lane, Connecticut Mutual; J. A. McNulty, Prudential; W. A. Sullivan, Metropolitan Life. Past presidents of the association are also members ex-officio.

* * *

Schrivier Speaks at Dallas

National Secretary Urges Underwriters to Stress Investment Features in Selling Life Insurance

The American people are buying life insurance more and more as an investment because the present economic conditions have shown its value, Lester O. Schrivier, secretary National Association of Life Underwriters, told the Dallas Association of Life Underwriters at its June meeting. Life insurance, he declared, has withstood the deflation better than almost any line of business. The reserves of the life companies have not been depleted and the premium income is holding up.

Mr. Schrivier in discussing the "Fundamentals of Life Insurance Selling" at the meeting laid stress upon the idea that selling should be on the basis of an investment feature, a safe and sound investment which will pay dividends when all other ventures fail. That, he said, is what the people are interested in and that is what the life agents have to sell. He argued that now is the time to go to the men and women who have seen some of their money lost in stocks and bonds, and those who have seen their cash go when banks closed

their doors. Some of these people are still making money and they will want to invest it where it will do them and those depending upon them most good.

* * *

Form Arkansas Association at Meeting in Little Rock

LITTLE ROCK, ARK., June 16.—Meeting in response to a call by the Little Rock association, the Arkansas Association of Life Underwriters was formed here with the election of George Brannen, president of the Little Rock group, as president, and O. J. Massey, also of Little Rock, as secretary and treasurer. Presidents of local organizations in the state will serve as vice-presidents. The meeting was attended by 185 agents, who were welcomed by Commissioner Dulaney.

Nominations were made by a committee composed of C. C. King, Garland Richardson and R. E. Wilson, Little Rock; Garland May, Pine Bluff; L. T. Sweeney, Texarkana, and E. P. Walsh, Hot Springs.

Ted M. Simmons, manager United States agencies Pan-American Life, was the principal speaker. Brief addresses were made by Allen Gates and James Rutherford, Penn Mutual Life; R. M. Williams, John Hancock Mutual; H. H. Conley, regional supervisor New York Life; J. J. Harrison, Union Central; V. T. Motschenbacher, Sun Life; J. S. Maryman, Aetna Life, and J. T. Thompson, Mutual Life of New York.

* * *

Agent's Own Record Greatest Competitor, Says Wright

The only competition that the life underwriter need worry about is competition with his own record, Harry T. Wright, Chicago, associate manager Equitable Life of New York, told the Life Underwriters Association of Detroit in a talk on "Budgeting One's Time."

"The successful underwriters are those who know their own records and are eternally striving to better them. Keep an accurate record of your calls, interviews and delivered business. You will soon see that every interview is worth money to you so you will not be disheartened if you make a number of interviews without securing any business. Don't worry about business; worry about interviews. If I see more people next month than I saw during the same month of 1931 I feel reasonably certain that the business will take care of itself for that month."

At least 40 Detroit life underwriters are expected to attend the annual convention of the National association at San Francisco, Will F. Jenkins, Massachusetts Mutual, chairman of the "On to San Francisco" committee reported. The Detroit party will leave in four special Pullman cars, switching into the special train from New York at Chicago.

There will be no more regular meetings of the Detroit association until September but a special luncheon meeting will be held July 8, with Dr. S. S. Huebner, University of Pennsylvania, as principal speaker. The annual golf tournament will be held Aug. 11.

* * *

Springfield, Mass.—H. G. Kenagy, assistant manager of the Life Insurance Sales Research Bureau, was the speaker at a meeting of the Managers & General Agents Club of Springfield. He spoke on "Managing an Agency Under Present Conditions," and outlined to those present what other aggressive agency builders were doing to keep new business production at a substantial level.

* * *

Oklahoma.—Jesse Todd, general agent Central Life of Iowa, was elected president of the Oklahoma association at its annual meeting in Oklahoma City. E. W. Marshall, Bankers Life of Iowa, was chosen vice-president and T. M. Green, Massachusetts Mutual Life, treasurer. Miss Josephine Lincoln was reelected

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Those contemplating engaging in life insurance field work as a career of broad service and personal achievement are invited to apply to

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In the amount of assets to every thousand dollars insurance in force, the United Mutual Life Insurance Company is ranked with the first nine mutuals in the United States. Another point of exceeding interest to insurance men and buyers alike, is the fact that United Mutual's assets are almost entirely in Government and Municipal bonds. These and other advantages provide sales arguments that are of great value in the sale of United Mutual policies.

There are still a number of splendid territories open with United Mutual and applications of high grade General Agents and Field Men are being considered. Personal interviews will be arranged with qualified applicants. Give complete information as to your record and ability, in your first letter. All correspondence will be held in strictest confidence.

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Harry Wade, President

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*A Dollar's worth for every Dollar paid
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A \$1,000.00 Endowment Policy, any age at issue, guarantees \$1,961.54 plus Dividends in event policy becomes a claim the year it matures.

Our Twenty Payment most remarkable policy of all—too much to write about in this advertisement.

We have Ordinary with and without Cash accumulation. Without cash value it furnishes Pure Protection Life insurance at non-participating rates but on a participating basis—it is estimated dividends will amount to 50% within a few years, based on actual experience past five years.

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There are only 15 or 16 of these common "objections" yet many agents, especially the newer ones, have difficulty in keeping at their tongues end, the messages that in a few sentences will answer these stock "objections" and open the way for a real interview.

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AGENTS

Some of the material is not new, but 16 definite talks answering all the usual "objections," in a small handy booklet, is valuable to every life in-

surance man. "Prepared Sales Talks" is, of course, especially valuable for the new agent. *Companies and Managers can well afford to distribute this booklet generously.*

THE SUBJECTS TREATED ARE AS FOLLOWS:

- Opening Sales Talk.
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- Life Insurance as an Investment.
- Business and Partnership Insurance.
- The Child's Endowment.
- A Visit to a County Poor Farm.
- I Don't Need Any More Life Insurance.
- I Will See What My Wife Says.
- I Am Unable to Pay for More Life Insurance.
- I Have Too Many Other Obligations to Pay First.
- I Am Able to Save My Own Money.
- I Have No Dependents.
- I May Take Life Insurance Later.
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secretary for the ninth consecutive year. New trustees are Robert Shipley, Penn Mutual; B. L. Bowers, Home Life of New York; E. Guy Owens, Mutual Life of New York; Al Irwin, Northwestern Mutual; L. C. Mersfelder, Kansas City Life, and Tom Reed, Great Southern.

L. O. Schriver, general agent Aetna Life, Peoria, Ill., and secretary of the National association, was the key speaker.

Milwaukee.—Vivian Anderson, Cincinnati, Provident Mutual Life million dollar producer, talked on "Mental Attitude Toward Life Insurance," at the Milwaukee association's meeting this week. The association's membership campaign is progressing and is over the 200 mark.

Maine.—The annual sales congress of the Maine association will be held at the Cheekley house, Prouts Neck, near Portland, June 23.

The following will speak: Dr. S. S. Huebner, University of Pennsylvania; H. E. North, vice-president Metropolitan Life; C. C. Gilman, National Life, Boston; T. M. Riehle, Equitable Life of New York, New York City; Dr. W. B. Bailey, Travelers, and R. B. Hull, general counsel, National association.

Ann Arbor, Mich.—No industry in America is on a firmer foundation today than life insurance, H. E. Vandewalker, Michigan supervisor American Life, told the Ann Arbor association, talking on "Is My Life Insurance Sound?"

Mr. Vandewalker urged the Ann Arbor underwriters to avoid above everything statements reflecting on the condition of other companies, which he said do irreparable injury to the insurance business as a whole and act as a boomerang on the man who utters them.

Boston.—H. E. North, vice-president Metropolitan Life, will address the Boston association June 22. He was formerly branch manager of the company in Boston.

South Mississippi.—W. O. Bates was elected National association executive committeeman of the South Mississippi association at a meeting in Hattiesburg. S. Bissell of Hattiesburg and Thomas Hand of Jackson made addresses.

Wichita, Kan.—C. O. Dean, educational director of the Penn Mutual Life, spoke before the Wichita association last week on "The Investments of Life Insurance Companies." L. B. Brown of Anderson, Brown & Ginzle was program chairman and Wilbur Loveland of the Harry Stanley agency presided.

Northern New Jersey.—At a meeting of the New Jersey association the following were elected to the executive committee: C. E. Hooper, Massachusetts Mutual; L. G. Rude, Mutual Benefit Life; A. W. Olson, Massachusetts Mutual; John Binns, Northwestern Mutual; C. J. Zimmerman, Connecticut Mutual; Seward Scharff, Travelers; A. F. Gillis, Provident Mutual; H. C. Lawrence, Lincoln National; W. H. Kee, Mutual Life of New York.

Davenport, Ia.—Henry Meese, Travelers' staff, was elected president of the Davenport association at the annual meeting. Paul Otto is first vice-president; James Copeland, second vice-president; George Powell, secretary; Merle Van Epps, treasurer; Leon Zoeckler and Karl E. Madden, executive committee, and A. W. Van Houten, state committeeman.

Decatur, Ill.—At the annual meeting of the Decatur association Herbert Hendricks was elected president; Eldon Geiger, vice-president, and W. A. Ivey, secretary-treasurer. C. R. Light, C. H. Erickson and Francis Newell were elected directors. Twenty members took part in the golf tournament.

Seattle, Wash.—New officers of the Seattle association are: L. A. Perkins, president; H. H. Dahlquist, vice-president; S. B. Carleton, vice-president; W. Z. Robinson, secretary; Charles Cave, treasurer, and C. A. Olson, national committeeman.

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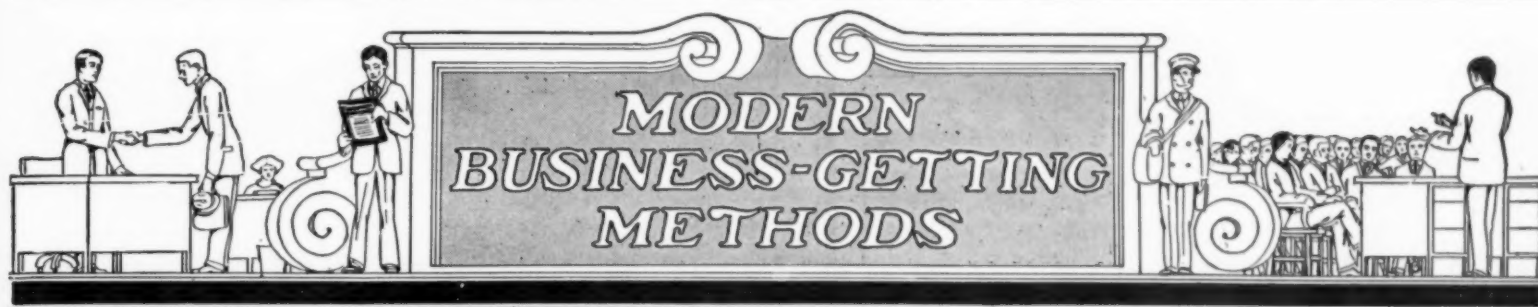
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Luther Sees New Era Dawning in Life Insurance As It Is Standing Grueling Test of the Depression

That the country is entering a new era in life underwriting was the burden of a message by Vice-President K. A. Luther, Aetna Life, to Indiana agents of the P. W. Simpson general agency in Indianapolis this week.

"It is no time to deny," he said, "that these are difficult times." But properly met he said that underwriters can come through the better for the experience. He said that the life insurance business is closely interlinked with the government and that all should be grounded in faith in America and in its institutions. Life companies that have been carefully administered have nothing to fear. "We are as good as America, and America is the best in the world," he said.

State Supervision Is Best for Insurance

He expressed himself as strongly opposed to national supervision of insurance. The check-up by state supervision gives the insurance companies the additional safety that comes from close scrutiny by many state departments. "What is best for your policyholders will be best for you," he said. "Careful supervision has made us what we are."

"We're going to think more about companies in the future," he said, "than we have in the past 20 years." He referred to the New York investigation of life insurance and paid a high tribute to Chief Justice Hughes, who, he declared, had made a contribution to sound life insurance that is of incalculable value—a service the memory of which will never wear out. He told of the attitude toward life insurance following the investigation. Many were greatly discouraged and thought that the business had no future. In New York state the number of life insurance agency licenses issued in 1907 was but half of the 1904 total. But those who dropped out of the business were those that "had yellow in them," he said. As a result of the investigation life insurance was placed upon a much sounder foundation and it

retained the allegiance of the better men who had been engaged in it.

The part played by life companies in helping to finance the world war was described. They were liberal buyers of Liberty bonds on their own account, and when banks wanted to unload such bonds as they had bought in order to get their funds into more lucrative channels, the life companies again absorbed large blocks of Liberty bonds, as the nature of their business is such as to make this form of investment most desirable.

When the government adopted a life insurance plan for soldiers it placed an endorsement on the business which resulted in the popularizing of life insurance and caused the business of private life companies to pile up in unprecedented volume.

"When I am faced with the comment, 'Isn't it unfortunate that policyholders are borrowing on their insurance?' I answer, 'Isn't it fortunate that there has been a hidden fund upon which the public could draw in its necessity?' No man or woman has been disappointed in the fulfillment by life insurance of the service to which it is pledged," he said. It is now the business of life underwriters to rebuild the reserves that have been drawn down by loans, and he urged his hearers to do all they can to help policyholders conserve the values they still have in their insurance.

Life Underwriters Should Do the Adjusting

"If it is advisable to replace policies on which heavy loans have been made, life underwriters should help to make such readjustments. Where a case can be saved by changing a twenty-year endowment to an ordinary life, for example, this should be done. We've got to meet this readjustment courageously," he said. "We must not duck the issue nor dodge our responsibility."

Better trained men will be selling life insurance in the new era, he prophesied, citing as significant that the New York University will soon announce a

four-year course in life insurance. The business is approaching the proportions of a profession and the successful underwriter must expect to be a student. He urged reading insurance books and magazines with the purpose of getting ideas. Money spent for such helps is well invested.

Predicts Longer Period in the Suicide Clause

There must now be a revision of life policy contracts to effect a longer waiting period as to the suicide clause, he believes. The period of voiding because of suicide should be extended to five years, in his opinion, and this to be followed by a five-year period in which payments should be amortized, the policy not coming into full effect as to suicide until at the end of the tenth year. Also, there will be a closer scrutiny of risks by the underwriting departments, and especially will large policy applications be sifted for physical flaws. Gross limits and net retentions are being reduced and reinsuring companies are reducing the limits they will accept on single lives. A tightening up all along the line can be expected.

Life underwriters should so develop their contacts with prospects that when they want insurance they will think of that particular agent. In closing, he

quoted a definition of success that originated with Mike Thornton, Aetna Life representative at New Albany, Ind.: "Success is crystalizing of labor, reaping its legitimate reward."

Commissioner Kidd Pays Deserved Tribute

Indiana Commissioner John C. Kidd spoke briefly. The public is now insurance minded, he said. Practically every man recognizes his personal need of insurance. The underwriter should be able to analyze his prospect's needs. "Any insurance man is fortunate," he declared, "who is selling legal reserve life insurance in companies that are manned by capable insurance men. There is nothing safer than legal reserve life insurance. It has the inherent vitality of our government itself."

He spoke scathingly of the promoter who preys on life insurance institutions and impairs their financial soundness. Fortunately, he said, there are so few companies that have been seriously affected by such unscrupulous operators that they can be counted on less than the fingers of one hand. "Such men," he said, "are less interested in the interests of the policyholders in his company than he is in his dog. This is the testing time for the promoter," he said, "and he is meeting his Waterloo."

Survey Shows Who Are Buying

Dairy farmers, housewives, civil engineers and salaried employees in retail trades, such as clerks, bookkeepers and cashiers proved to be the best prospects for agents of the North American Life of Chicago, a survey of business written and paid for in May shows.

The dairymen led the list, oddly enough in view of the steady decline in prices of dairy products, representing 12 percent of the issued business. The group, including owners, renters and employees, bought an average policy of \$3,500, average premium \$30 per \$1,000 or \$100 per policy. Most of the company's 42 agencies in many states reported this experience, and it was not confined to any one state or section. It is particularly significant because the North American, while it does considerable country business, has its largest

agencies in cities and gets the bulk of its business from urban centers.

According to Freeman Alford, assistant to President E. S. Ashbrook, who undertook the analysis, the company in May wrote a larger number of housewives than in any other month on record. The average policy was slightly more than \$1,500 and the average premium slightly less than \$40 per \$1,000.

"Our opinion of this is that housewives who are probably living on the budget plan are saving money on their household expenses and investing it in life insurance," Mr. Alford said. "The high premium indicates that a large amount of this was endowment insurance."

"Civil engineers bought policies for an average of \$7,000 during May with an average premium slightly more than

Duality - -

Life insurance may be described as the most unselfish medium of dual financial service yet devised by man. Life insurance first furnishes the logical, fool-proof way to CREATE PRINCIPAL at one's death for the benefit of those who are left behind. Next, through annuities, it furnishes the supreme method for making a lifetime's ACCUMULATED PRINCIPAL take up the creator's personal burdens and carry them for HIM until his death.

Thus one first turns to life insurance to provide for others, then to the annuity to provide for himself. In prescribing annuity forms, one cardinal principle should not be overlooked: The right of the annuitant to benefit to the utmost from his own capital during his own lifetime! Next to health, there can be nothing more conducive to earthly welfare and happiness than an adequate monthly income, guaranteed for life. It is this fact that makes an annuity the most serviceable monetary contract yet devised by man for his own personal comfort.

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Four ANNUITY Contracts

¶ To meet present demands for guaranteed incomes we announce four forms of annuity coverage. ¶ They are guaranteed by the entire financial resources of this old Company.

1. Single Premium Immediate Life Annuity with and without refund.
2. Single Premium Deferred Life Annuity.
3. Single Premium Immediate Joint and Survivorship Annuities.
4. Annual Premium Retirement Annuities with optional retirement ages.

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Home Office: Charles & Chase Sts., Baltimore, Md.

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\$27 per \$1,000, indicating that the protective feature was the selling point in this business.

"Business was very active for our company among clerks, bookkeepers and cashiers in the retail trade. Clerk and bookkeeper group averaged \$2,000 per policy and \$30 per \$1,000 premium, but the occupation listed under cashiers showed an average policy of \$10,000 and an average premium of \$28.

"A rather remarkable showing was made on college students during May. The average policy was slightly in excess of \$1,000 and the average premium \$25 per \$1,000.

"Floorwalkers in department stores seemed to become insurance-minded during May. An unusually large group of applicants netted a fair volume with an average of about \$2,000 a case.

Foremen and Carpenters Surprisingly Interested

"A surprisingly good showing was made on those engaged in the construction business, particularly foremen and carpenters. This is rather strange in view of the present low state of the building industry. Construction foremen invested in rather large policies, the average being \$6,000 with an average premium which indicated a strong investment angle to their purchases. Carpenters bought many small policies during May.

"Retail merchants, which included druggists, butchers and grocery store keepers, were very active, purchasing a large volume of life insurance averaging \$3,000 per policy and around \$100 in premium per policy.

"Insurance agents, as usual, kept up the pace and bought many policies, averaging \$5,000, all of which were on a low premium basis.

Higher Brackets Make a Very Poor Showing

"Our showing on executives, manufacturers, bankers and brokers was very poor for May. Retail store keepers and their clerks have been regular standbys for years so it is not particularly significant that they purchased a large volume. They are usually easy to see and willing to talk to salesmen. The high point in the survey is the insurance-mindedness of dairy men and housewives."

Successful Contests Boost Lincoln National Production

Contests were the "theme songs" in a number of agencies of the Lincoln National Life during May. From all parts of the country reports have been sent to the home office of contests that proved effective in boosting production. Some of the contests which "clicked" were:

1. A golf game with a stroke off the score for every app taken within the week.
2. Special cash prizes to the wives of the producing agents.
3. A leader-for-the-day card passing from one team captain's desk to the other, showing the leader for the day.
4. Clothing prizes for the wives of the producing agents.
5. Special first week contest. Get a good start, and the momentum makes the rest easy.
6. Special week-by-week prizes for steady production. With paid "apps" coming in, volume will be there.
7. Barometer showing selling pressure. High, fair; normal, partly cloudy; low, rain and heavy dark clouds.
8. A speedway for the individuals and a thermometer for the agency showing this year's and last year's production.
9. Breakfast meetings. (Any old person can stay up nights but it takes a real man to get up in the morning.)
10. Special personal quota thermometers for each man's desk.
11. Personal contests between the producers of equal ability.

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